

# LIFE

A black and white photograph of Roy Campanella, a catcher for the Boston Red Sox, in the middle of a powerful swing. He is wearing a dark baseball cap with a white 'B' logo, a light-colored jersey, and dark pinstriped pants. His body is twisted, and his arms are extended, holding a bat. The background is dark and out of focus.

PART IV

## THE WORLD WE LIVE IN

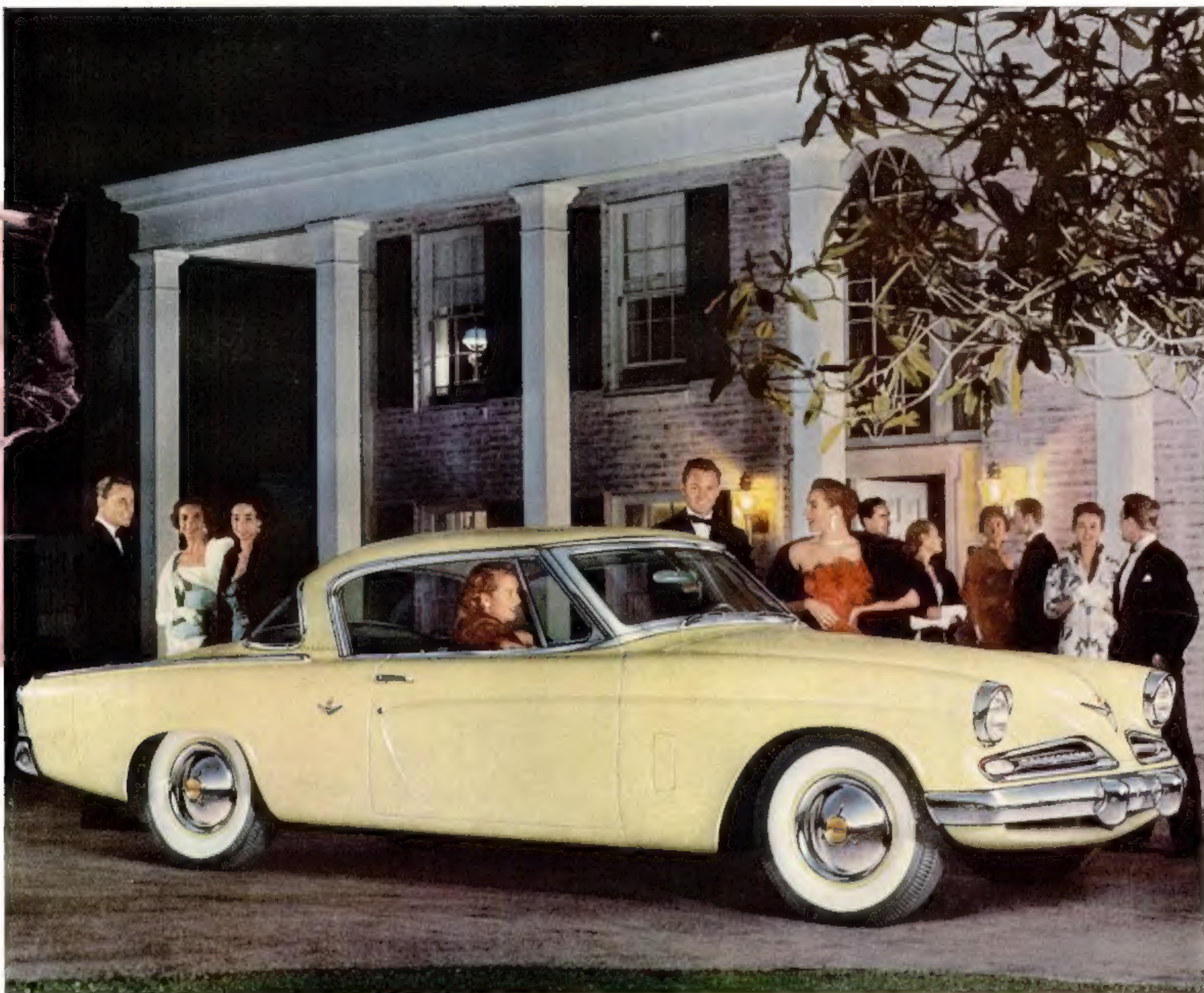
HOW AIR WAS CREATED; STRUCTURE OF ATMOSPHERE;  
WHAT MAKES WINDS BLOW; STORMS AND RAINFALL

ROY CAMPANELLA,  
BASEBALL'S  
GREATEST CATCHER

20 CENTS

JUNE 8, 1953





Commander V-8 Studebaker hard-top. White sidewalls, chrome wheel discs—and glass-reducing tinted glass—optional in all models at extra cost.

Actual color photograph.

*Only Studebaker has this dramatic styling*

**The low-swung European look! The coming thing in car design!  
Enjoy it now! Nine body styles! All down to earth in price!**

You saw the way all automobile designing was influenced by the original postwar Studebaker.

Now you are seeing history repeat itself. Studebaker has introduced another spectacular advance in car styling—the sensational 1953 Studebaker—the first American car with real foreign-car distinction.

This, unquestionably, is the next “new look” in cars—the low silhouette the whole automobile world will

be patterning after in years to come.

But you don't have to wait. The dramatically designed 1953 Studebaker is here now.

Order one right away—a sedan, coupe or hard-top—a Champion in the lowest price field or a brilliantly powered Commander V-8.

Become the proud owner of America's most excitingly different car—a real gasoline economy star. Stop in at any Studebaker dealer's showroom.



Land Cruiser V-8. All Studebakers offer Automatic Drive or Overdrive at extra cost.

**New 1953 Studebaker**



# Insure the career of your "Big-Shot-To-Be"

with **MONY** to pay for college

Your son may have a long way to go to fill the president's chair—but it's not a bit too early to help him get started. Your first step is to make sure he'll have the money to go to college, for college these days is more than a headstart—it's a "must."

Let's say you're 30 and your son will be ready for college in 15 years. For less than \$5 a month, you can buy a MONY life insurance policy that will guarantee him \$5,000 for his college education in case you die.

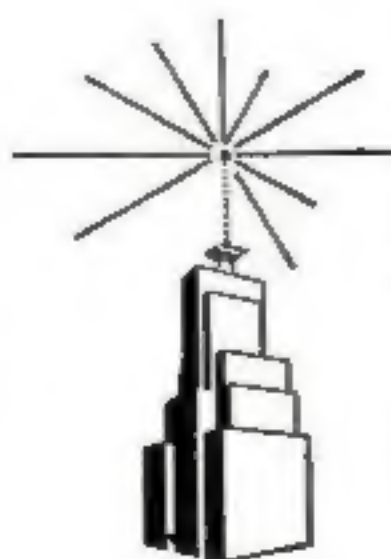
Or, if you prefer, you can choose a *different* MONY policy—a policy which, *whether you live or die*, will provide the money when your son reaches college age.

Life insurance is the best way to *guarantee* your son the money he'll need . . . no matter what happens.

**No company can offer you better life insurance for your money than Mutual Of New York. Behind every MONY policy you buy stand the strength of one of the largest mutual companies in the world, and the counsel of trained representatives. Mail the coupon below.**



**MUTUAL OF NEW YORK**  
"FIRST IN AMERICA"  
The Mutual Life Insurance Company of New York



SEND FOR FREE INFORMATION TODAY!

**MONY TODAY**  
**means money tomorrow!**

The Mutual Life Insurance Company of New York, Dept. L-43,  
Broadway at 55th Street, New York 19, N. Y.

I would like free information about a MONY policy to  
cover my needs as follows: (Please check.)

( ) Education for my Children ( ) Income for my Family  
( ) Accident and Sickness ( ) Supplement Social Security  
( ) Mortgage Cancellation ( ) Retirement  
( ) Insurance on my Children

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

Occupation \_\_\_\_\_ Date of Birth \_\_\_\_\_





by EDGAR A. GUEST

*THEY TAKE ME TO THE STATION and they watch for my return  
And I know they do that service for the money they can earn,  
But I'll say for taxi drivers they are working night and day  
For their homes and wives and children and the church wherein they pray.*

*It's mine to ride behind them, but I've chatted with them all  
There was one who talked of Plato now I frequently recall,  
Some their hopes and dreams have told me—They're much the same as mine  
Some have gladdened me with laughter by their sense of humor fine.*

*So to all the taxi drivers is this simple verse I pen,  
'Tis a large niche they are filling in the fellowship of men,  
Life would harder be without them, did we miss their greeting smile  
We should all be forced to travel many a dreary, lonely mile.*

*If you would like a reprint of this poem, suitable for framing, write  
Chrysler Corporation, 341 Massachusetts Ave., Detroit 31, Michigan.*

Copyright 1933 Chrysler Corporation





TRIBUTES TO SOME PEOPLE WE ALL LIKE:

## THE MAN WHO DRIVES YOUR TAXICAB

You've probably never thought much about the man in the front of your taxi. Mostly, all you see of him is the back of his head, or the side of his nose. But just look a little closer . . . and you'll find him a free and vigorous American—a man serving the needs and whims of people, and serving them well.

He's more than a man running a machine. Open him up, and he's philosopher, consoler, adviser . . . or just a good listener. Get him started, and he'll replay yesterday's ball game, or rewin last year's election. He'll give you a tour of the city, if you're interested, or tell you who to pick in the fourth. If you're down, he's the first to cheer you up.

Outside his hack, he's just another guy. He's a neighbor of yours, eats your kind of apple pie, watches your favorite TV shows on his own 21 inch set. It's the ball park for sure on his day off. And when he goes out to eat, he likes to take his wife or his girl to a restaurant. He tips well, too, when he does.

No matter how much or how little schooling this man's had, he's learned more about human nature from the front of his hack than most of us ever know. He has a name for almost every kind of person. It's not a complicated medical term. Freud wouldn't recognize it. But it pins you down. (He calls a non-tipper a "skunk," but with no bitterness. It's just a trade term to him. If your fare is more than a dollar, you're a "soldier." If you talk too much, you're "bendin' his ear.")

Best of all, he can smile, this guy in the hack. Sure, he has his hard days, like the rest of us. He gets an irritable fare who is in a hurry because he started too late. He's been beat out of fares, held up, and shot at. But the minute you get in back, all that's in the past, and he gives you all he's got.

Maybe you hail your cab in New York, where hacking is big business. You may get in at Savannah, or Kansas City, Akron, or San Diego. But wherever you climb in across this great nation, you'll find the story the same . . . the man in the front is a dependable, hard working businessman on wheels, selling you an important commodity at a fair price—with a big grin thrown in free.

Yes—we'll admit it. We're paying tribute to America's taxi drivers. And why not? For here in this free-wheeling country of ours, there's not a town or city that wouldn't be less pleasant and less convenient, if the man in the front and his cab weren't there.

So to you, Cabbie—thanks a lot. Thanks for being on the corner when we need you. Thanks for being on hand when the stork comes unexpectedly. Thanks for taking the kids to the movies, the wife shopping, and Grandma to church. Thanks for doing a bang up job of helping keep America the way we like it best—the goingest, growingest place in the world!

*This message about people we all like is presented by your PLYMOUTH • DODGE DE SOTO • CHRYSLER dealers, and*

**CHRYSLER CORPORATION**

This One



WQTO-R09-8E9F



# WALLACE STAINLESS

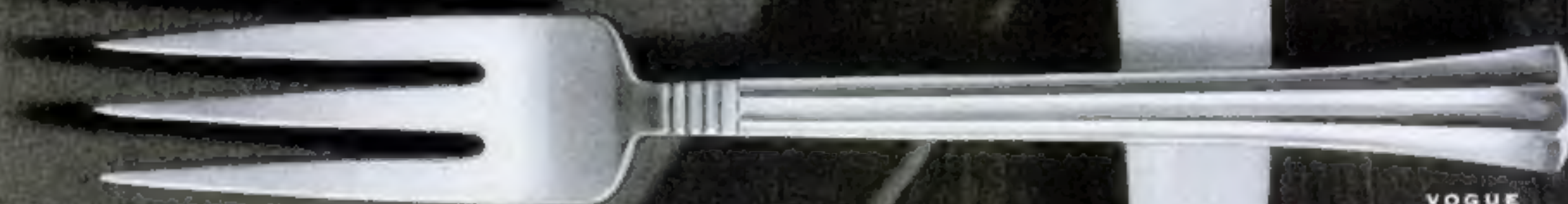
*the tableware that needs no care*



FLEETLINE



TRELLIS

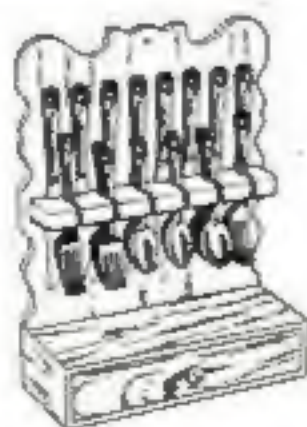


VOGUE

*New, Beautiful,  
Care Free* - AND NOT EXPENSIVE!

Own the most beautiful stainless tableware in America, created by the world-famous makers of Wallace Sterling.

Four handsome patterns...all the serving pieces...perfect in any setting, for every dining occasion. See Wallace Stainless today, at leading jewelry and department stores everywhere. For the name of the store nearest you call Western Union by number and ask for Operator 25.



**SPOON RACK.** Authentic early American reproduction, antique finish, storage drawer in base, containing 40 pieces...\$54.95



**TUCKAWAY TRAY.** Handsome wooden storage tray with fold-under cover, containing 26 pieces...\$38.50



**CURRIER & IVES SERV-A-TRAY.** Double-duty wood tray with lift-out flatware holder, containing 34 pieces...\$49.50



**TUCKAWAY TRAY.** Leatherette covered chest with fold-under cover, containing 52 pieces...\$69.50

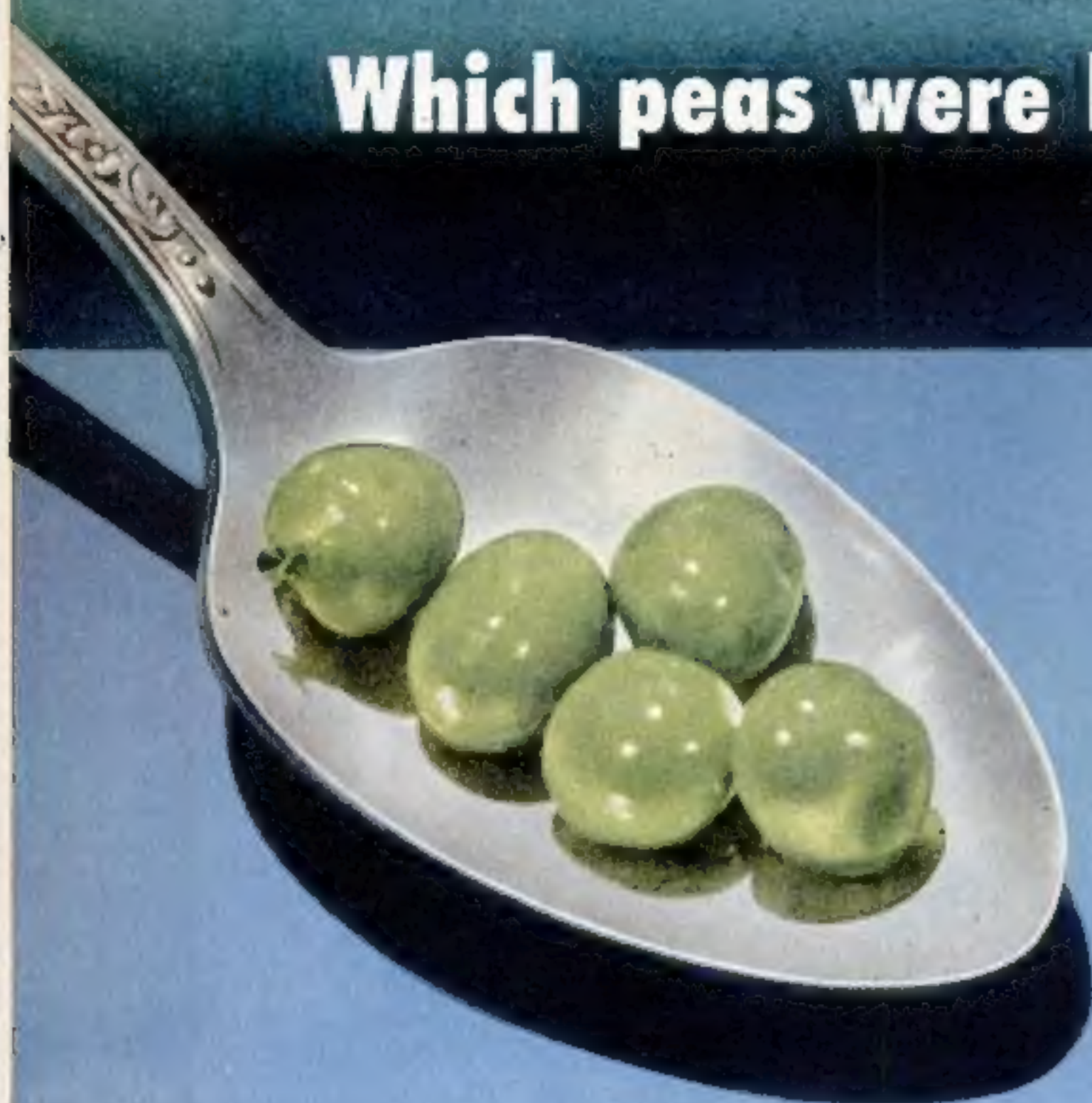


**PATIO CHEST.** Beautiful hand rubbed walnut finish chest, wrought iron legs. Bamboo lined, containing 76 pieces...\$99.50

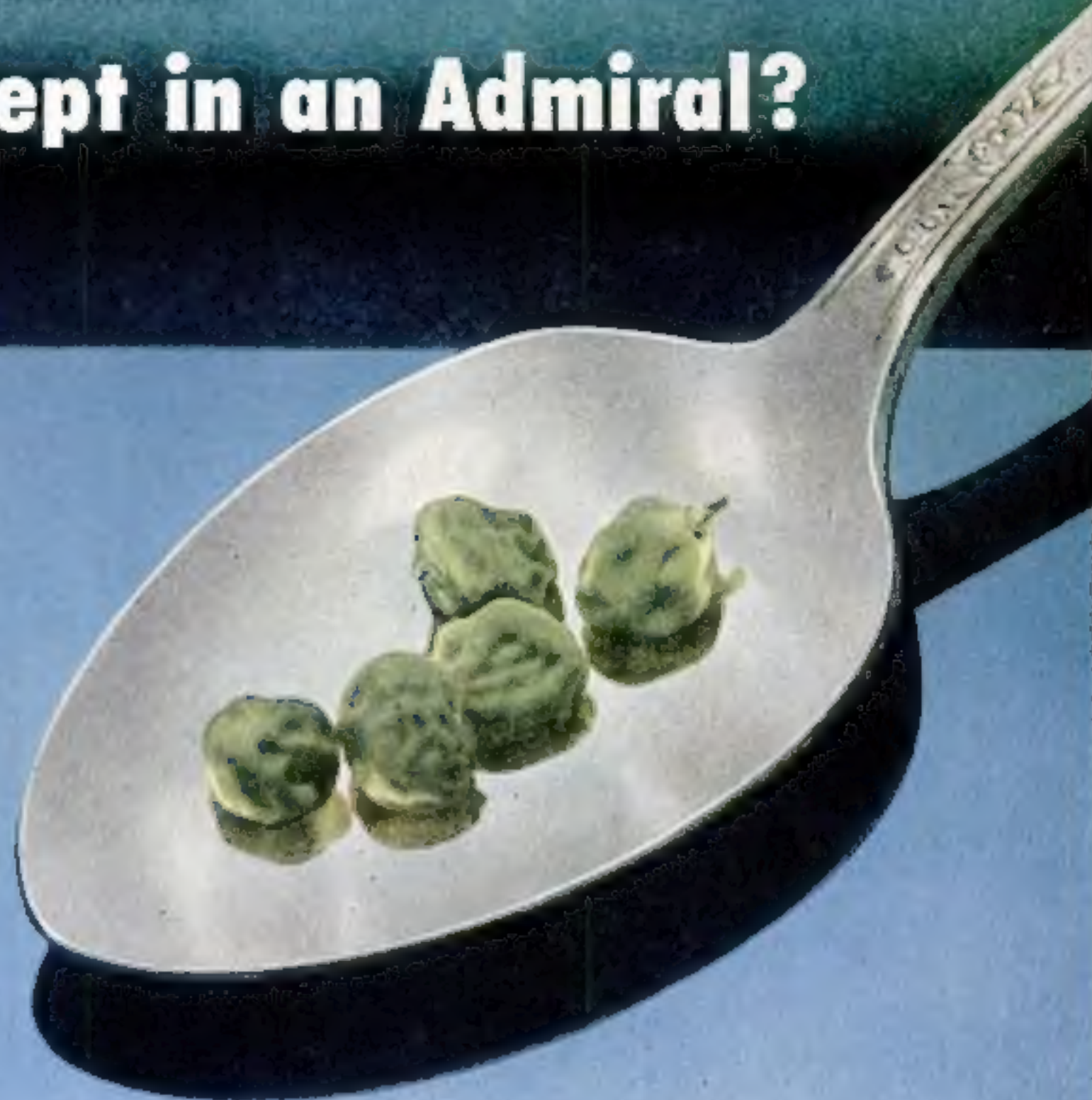
WALLACE BROTHERS—DIVISION OF WALLACE SILVERSMITHS AT WALLINGFORD, CONNECTICUT SINCE 1835



## Which peas were kept in an Admiral?



These peas were left uncovered 3 days in an Admiral Dual-Temp. Moist cold kept them fresh, green and tender as when they came from the pod.



These peas, from the same pods, were left uncovered for 3 days in an ordinary refrigerator. They're shriveled, dry and "hard as bullets."

## Foods don't dry out in an Admiral Dual-Temp

The dewy, moist-cold atmosphere of this different kind of refrigerator is ideal for food preservation. All foods stay fresh and appetizing for days and days. No wilting, no withering, no drying out.

**Dish covers aren't needed!** You can store any food uncovered with no loss of moisture, freshness and flavor. Admiral's Ultra-Violet Lamp keeps the air fresh and sweet, does away with mingling of odors and flavors. And goodbye, good riddance to defrosting! There's never any frost in the Dual-Temp's big, moist-cold compartment.

**An honest-to-goodness home freezer, too!** The whole top compartment is a wide, deep home freezer with separate temperature control. You get storage space for up to 77 lbs. of frozen food and you can quick-freeze foods at 52° below freezing—coldest cold of any refrigerator. See the sparkling new 1953 Dual-Temp models now at your nearby Admiral dealers.

Admiral refrigerators begin as low as \$189.95.



# Admiral

### DUAL-TEMP

TELEVISION • RADIOS • REFRIGERATORS • HOME FREEZERS • ELECTRIC RANGES  
ROOM AIR CONDITIONERS • MOISTURE CONDITIONERS • DEHUMIDIFIERS



**NO DEFROSTING...EVER!**

SEE THE NEW 1953 ADMIRAL ELECTRIC RANGES  
WITH FLEX-O-HEAT CONTROLS AND ROTARY ROASTER.







*Tea leaf reading is fun! But it takes imagination to see what's in the cup. For example, the "flowering tree" in this cup means success in a new undertaking.*



*Note the wide scattering of dots made by small bits of tea leaves. To a tea leaf reader, they foretell prospering affairs and the comforts of life in great abundance.*



*The leaves in this cup form a "candlestick". This suggests that the person should look at things from a wider viewpoint and attempt to cultivate more perception.*



*See the way the tea leaves here form an "eye". In tea leaf circles it is supposed to signify that the person has a keen insight and a good ability to solve difficulties.*



## The things you can learn from a Parker "51" Pen..!

It's better than tea leaves (though we know that some tea leaf readers may rise to challenge that statement) for telling things about its owner, even after this new Parker "51" Pen has been in use only a few hours.

So individually does the remarkable point of this remarkable pen "break in" to the writing habits of its user that it is possible to tell from it whether its owner is right or left handed, male or female, large or small, dashing or conservative.

Without giving you a short course in Parker "51" Pen reading, so that you can amaze and amuse your friends, we do want to tell you why this is possible in order that you will better appreciate the special ability of this pen to write as you write.

What happens is that a tiny all-precious-metal pellet fused to the point of the "51" Pen "wears in" to your style of writing . . . your way of holding a pen,

Copy, 1953 by The Parker Pen Company

your way of forming letters, and the pressure you use. It's made of an entirely new and exclusive combination of costly precious metals, Platinum and Ruthenium. Parker has the formula patented and calls it Plathenium.

This all-precious-metal point polishes itself in use to a point of supreme smoothness, and then stays that way for decades and decades.

It stands to reason that a pen that "wears in" to your own individual tastes as completely as the new Parker "51" would become as peculiarly your own as your favorite pair of slippers!

There are nine solid hours of this comfortable, pressureless writing in each easy filling of a Parker "51" Pen. From the moment you run it across scratch paper at your Parker dealer's, you'll see why there's such special pride in owning this world's most-wanted

pen—pride in its beauty as well as in possessing a writing instrument of never-faltering service.

"51" Pens start at \$12.50, available in regular or slim *demi-size*. Remember, too, the same craftsmen who turn out the "51", also make popular "21" Parker Pens, from \$5.00. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.



The Parker "51" is a most warmly welcomed gift for any occasion! Whatever your preference in price, style or color, you'll find it now at your Parker dealer's. Parker "51" and "21" Pens are available with matching Pencils, smartly gift boxed.

**Foresee a gift occasion? Remember Parker "51" is the world's most-wanted gift pen.**





# LOST..



## without Milk-Bone!

Dogs need the chewing exercise they get from MILK-BONE DOG BISCUITS. Hard, crunchy MILK-BONE helps keep their teeth clean, gums healthy. Supplies vital nourishment, too.

Whatever your dog eats, he needs MILK-BONE DOG BISCUITS, too! The original bone-shaped biscuit.

**MILK-BONE**  
LARGE SIZE DOG BISCUIT

Guaranteed by Good Housekeeping

**FREE SAMPLE**

National Biscuit Company, Dept. L-4  
Milk-Bone Bakery  
446 E. 10th St., New York 9, N.Y.

Send me free MILK-BONE DOG BISCUITS. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on postcard if you wish.)

Name.....

Address.....

City and State.....

This offer good in United States only

**NATIONAL BISCUIT COMPANY**

## STOP PAYING FANCY PRICES for floor wax

**SAVE up to 28¢ A PINT**

**AEROWAY**  
SELF-POLISHING  
NO RUBBING WAY

**"Kitchen-Tested"**  
for Brighter Floors, Lasting Lustre

## keep off MOSQUITOES and chiggers. Simply rub on. Lasts for hours. For children, golfers, fishermen, anyone outdoors.

with **Skeeto-Go**  
INSECT REPELLENT STICK

IN THE NURSERY

You'll love this Sponge

**IVALON SPONGE**

...made from magic vinyl!  
Rough, tough on dirt, but so smooth to the touch. IVALON sponges are best for baby's tender ears and all cleaning tasks.

Guaranteed by Good Housekeeping

An exclusive product of Ivaco, Inc.  
1600 E. Michigan Ave., Chicago 5, Illinois

## LETTERS TO THE EDITORS

### CREATIVE MIDWEST

Sirs:

It was exhilarating to see the more spectacular aspects of Midwestern culture ("The Creative Middle West," *LIFE*, May 18). But there has always been a creative lifeblood on the plains, from Lincoln to Cather, flowing surely and unknown by outsiders. Your photograph of Reverend Norbert Miller's painting family is more a microcosm of prairie culture than any more impressive pictures of theater curtains and big crowds.

DR. LOUISE HASTINGS  
Cambridge, Mass.

Sirs:

In my dormitory at Indiana University are fellows from New York whose minds have been so twisted by propaganda that they actually believe the Midwest is made up of "dumb farmers." I do hope your timely article will be in time to catch young easterners whose poor minds haven't yet been twisted.

WILLIAM MCBRIDE III  
Bloomington, Ind.

Sirs:

You devoted a full page to the activities of seven artists affiliated with K-B Studios in Minneapolis, but neglected to mention their names. Your report of their considerable initiative and imagination in devising ways to exhibit their work means a great deal to them. It would mean even more if you published the missing information.

H. H. ARNASON  
Director  
Walker Art Center  
Minneapolis, Minn.



**MINNEAPOLIS PAINTERS**

● In foreground above is William Dietrichson in checked shirt. Others, from left, are David Ratner, Robert Kilbride and Milton Skoog (at curb). Byron Bradley, George Letness and Eric Austen Erickson are not in picture.—ED.

### VAN FLEET

Sirs:

I am glad General Van Fleet ("How We Can Win with What We Have," *LIFE*, May 18) has stated the alternatives we face in Korea. . . . In a letter to Harold Laski in 1930, Justice Oliver Wendell Holmes wrote: "When two crowds determinately wish to make different kinds of a world, if they come in contact I don't see what there is to do but fight."

FELIX CAYO  
Cambridge, Mass.

Sirs:

I think our nation's skill, devoted to helping the people of Asia toward a much higher standard of living, is a better answer to the general's question ("How can we win with what we

CONTINUED ON NEXT PAGE

# First step to happy home making



Well begun is more fun—and what finer start to easier house-keeping than this modern miracle of mass production! Whisks up stubborn dirt like magic—yet feather light to move. Every wanted feature—but priced low enough to buy throw-rugs, curtains, knick-knacks with your savings.

See your EUREKA dealer as soon as you have seen your minister!

Eureka Division, Eureka Williams Corporation, Bloomington, Illinois In Canada: Onward Manufacturing Co., Kitchener, Ontario

**ADJUSTABLE SUCTION!**  
Clean your draperies, delicate fabrics without pulling! A slight twist adjusts opening to control suction! A lot or a little—as you want it!

**SO QUIET!**  
Motor mounted in live rubber. No annoyance to the sleeping baby, the cranky neighbor . . . no loud whine or shrill whistle to jar your nerves!

**EVERYTHING ABOUT IT IS SO HANDY!**  
Light to lift, easy to use, every cleaning tool at your fingertips. Super-suction gives super-cleaning for rugs, floors, furniture, blinds.

**EASY-ACTION SWIVEL-TOP**  
cleans all over from one position

**ELECTRIC CORD CLAMPS TO CLEANER**  
when not in use! No worrisome cord tangling, twisting, or getting lost . . . no storage problem! Long 20' cord!

**exclusive ATTACH-O-MATIC**  
Clip-On Tools  
Tools always where you want them, when you want them . . . no floppy bag or awkward box for you to fuss with!

**NO DUST BAG TO EMPTY**  
of course!

**SAVE \$20 to \$30 with**  
**EUREKA**  
Roto-Matic Swivel-Top Cleaner

**IMAGINE! ONLY \$69.95**  
Complete with deluxe tools

Guaranteed by Good Housekeeping





## HIRES REAL OLDTIME ROOT BEER

### FOR PLEASURE AND THIRST!

Taste that good old root beer tang! Enjoy Hires true, refreshing difference. It's the real thing... honest-to-goodness root beer made from natural roots, barks and herbs. Buy it by the bottle or the carton. And have some at fountains and dispensers everywhere.

HIRES: THE ROOT BEER SINCE 1876

## LETTERS TO THE EDITORS

CONTINUED

have?" than firepower or a bigger and better bombing force. . . .

K. KAUFFMAN-GRINSTEAD  
Hot Springs National Park, Ark.

Sirs:

In 1775 when decisions had to be made, as now, and when men feared to make them, as now, Patrick Henry said: "... Gentlemen may cry peace, peace—but there is no peace! ... The next gale that sweeps from the north will bring to our ears the clash of resounding arms! Our brethren are already in the field! Why stand we here idle? ... as for me give me liberty or give me death!"

LIEUT. R. J. WAHLIN  
Fort Bragg, N.C.

Sirs:

General Van Fleet talks of the "incredible feats of strength and endurance" of the Korean Service Corps. In Korea last year, our outfit was on the line and a bunker was being built. Twelve Marines tried to carry a tremendously heavy beam up a 75-foot hill. They just couldn't do it. But four little Service Corpsmen, who were called to help, easily did the job all by themselves.

W. VALENTINE  
New York, N.Y.

### 'TITANIC'

Sirs:

Your story on the movie *Titanic* ("Survivors Watch the 'Titanic' Go Down Again," *LIFE*, May 18) brought back my earliest memories, though I learn from it that family legend is wrong and I was not the youngest survivor. (I was 5.) I can remember thinking the whole thing a wonderful adventure of fireworks and excitement. My father awoke us with the jar of the collision but an officer told him there was no danger and we went back to bed. Soon my father overheard other officers saying there was two feet of water in the engine room so we made for the boats. My father wasn't allowed to go with us and only managed to leave in one of the last boats. When the *Carpathia* picked us up I was too small to climb the ladder. They hoisted me up in a mail bag. I had a fine time. Our rescuers offered me hot coffee but I informed them I wasn't allowed to drink coffee so they found me some hot chocolate. For many years after, I had a

CONTINUED ON PAGE 10

## Best for every lighter!

**RONSONOL LIGHTER FUEL**

Best for ANY Flint Lighter

**RONSONOL LIGHTER FUEL**

For fluid fuel lighters

Lasts Longer! Big 4 oz. can

Lights Instantly! 25¢

Burns Cleaner! Pleasant Scent!

**RONSON REDSKIN 'FLINTS'**

3 Extra Length

RONSON REDSKIN 'FLINTS'

with the distinctive 'REDSKIN' coating. Best for ALL lighters.

Super Sparks! Handy Five-Flinter

Instant Lights! 15¢

Last longer because they are longer!

THIS SURE-FIRE TEAM MADE BY RONSON

MAKERS OF THE WORLD'S GREATEST LIGHTER

**VOX POPPS!**

A HE-MAN'S GIFT!

**Bachelors' Friend**

**GUARANTEED**

**Twisted NYLON**

**SOX**

3 MONTHS WEAR

3 NEW PAIRS FREE

LAUNDRY TESTED AND APPROVED

KNIT PROPORTIONED TO FIT SMALL, AVERAGE AND LARGE SIZE MEN

**Bachelors' Friend**

**GUARANTEED**

**3 prs. \$2.25 BOX**

**MORE WEAR LESS COST NO DARNING**

**ALSO BUSINESS MEN'S SOX**

Slack Length #5500 Full Length #500

Mercurized Cotton, 6 prs. \$3.30

**BUSINESS MEN'S DRESS SOX**

Slack Length #5700 Full Length #700

**NEW! Tested RAYON blended with NYLON,**

6 prs. \$3.30

Sold by America's Foremost Retailers

Manufactured by Joseph Black & Sons Co., York, Pa.

Please send **LIFE**

to \_\_\_\_\_ name \_\_\_\_\_

\_\_\_\_\_ address \_\_\_\_\_

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**STATEN ISLAND** ferry trip after work gives Judy and her date view of New York skyline. Her suit is Sacony dressmaker model (note gentle curve of lapels) in non-wrinkling Palm Beach cloth, cost Judy modest \$25.

**JUDY WEARS** Sacony Waistbender dress as she leaves hotel for her first day on job. Dress has built-in elasticized cinch, is made of Ciella, remarkable acetate jersey that doesn't wrinkle, washes and dries quickly. \$10.95.



## Judy Chase gets a dress, two suits and a job



**FORMAL SCHOOL** session over, Judy has lunch-hour consultation with Curriculum Coordinator Dorothy Reeves, who gives her pointers on getting benefit from job. Judy wears Sacony two-button suit in Palm Beach cloth which can be washed or dry cleaned. Suit is \$25.

## FASHION FLEDGLING CHOOSES SACONY WARDROBE FOR LIVING IN NEW YORK

21-year-old Judy Chase from Sacramento, California, is preparing for a fashion career at the Tobé-Coburn School in New York. Last week, with school closed for the Summer, Judy got a selling job at Lord & Taylor's to help pay her living expenses in New York. Realizing that a fashion student must *look* fashionable, Judy has chosen her on-the-job wardrobe carefully. The two suits she plans to wear all Summer (and next Fall and Winter, too) are made by Sacony in crisp-tailoring Palm Beach® cloth. Her favorite dress is the famous Sacony Waistbender—so-called because of the built-in elasticized cinch that dispenses with waistline alterations. Judy, whose banker-father has kept her on a strict allowance to teach her the value of money, is triumphant about the fact that the cost of all three outfits totals less than \$65. She thinks all young women interested in looking smart at low cost should write Sacony, College Point, Long Island, New York, to learn where they can buy these fashions.

®Palm Beach trademark registered by Goodell-Sanford, Inc.



makes white shoes

# whiter than new...

Guaranteed by Good Housekeeping

keeps white shoes kitten-soft, too

# ESQUIRE LANOL-WHITE

LANOLIZE your shoes with Esquire LANOL-WHITE, the *only* white shoe cleaner that contains LANOLIN, nature's own leather preservative. Keeps shoes kitten soft and oh, so supple. LANOL-WHITE doesn't just cover the dirt, but actually removes it. It's easier to apply, quicker to dry, *safer* for babies' shoes. And it stays on longer! Get a bottle of LANOL-WHITE today, in the blue and yellow box.



another quality product by the makers of  
**ESQUIRE BOOT POLISH**  
...the fastest way to the brightest shine

## LETTERS TO THE EDITORS

CONTINUED

little suit made of blankets by women on the *Carpathia* as there were no boys my size. Unfortunately it finally was eaten by moths.

WASHINGTON DODGE  
New York, N.Y.

Sirs:

Long before I was born, my mother booked passage on the *Titanic's* fateful voyage. Everything seemed fine until she presented herself at the ticket office. The agents looked at her in surprise and said regretfully that a mistake had been made; her reservation was out of order. She's often told me how she went back to her hotel and cried and cried. The irony of this misfortune, which proved so lucky for me, lies in the fact that my mother is a Negro.

MRS. ROBERT WILLIS JR.  
Columbus, Ohio

Sirs:

Your eyewitness sketches of the *Titanic* resting on the side of the iceberg, and then "breaking in two and plunging to the bottom" are badly off-base. Testimony at the British investigation of the disaster indicates that after the ship struck, it ran on some distance before being stopped. The testimony also shows the ship went down bow first because the forward compartments were flooded. The *Titanic* did not break in two, as your witness thought. Though it wasn't "unsinkable," it was a magnificent and well-built ship for 1912 as you can see from this picture (below) taken in England just before it started on its mortal journey.

JAY B. PLANGMAN  
Fort Worth, Texas



'TITANIC' BEFORE DISASTER

● The sketches were made before calm investigation established the facts. The new movie version, also shown in *LIFE*, is authentic.—ED.

### ALL-AMERICAN BOUQUET

Sirs:

Your color picture of state flowers ("All America in One Bouquet," *LIFE*, May 18) caught my attention and held it for a long time. But the wild blue columbine, not the yellow one you showed, is the official Colorado state flower.

PAUL T. SCHONSTROM JR.  
Denver, Colo.

● At this time of year yellow columbines were the only ones to be found—in a private hothouse in New Jersey.—ED.

### HARVARD PRESIDENT

Sirs:

Last week you ran imaginary cartoons of Harvard's future president (Speaking of Pictures, *LIFE*, May 18). Though my contribution (below, left) was the first published in *The Harvard Crimson*, from which you took the

Freshen up "tired" rooms  
overnight!

with  
**Lowe Brothers  
Paint Colors**

They're so new  
so moderate in cost



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DAYTON, OHIO

CONTINUED ON PAGE 12



## AMERICA'S NEW CHOICE IN FINE CARS

Shoes and Jewelry by Christian Dior, New York Inc. Setting, The Plaza Hotel, N.Y.C.



### A SPECIAL OFFER

*for your friends*

What's the reason for including an invitation to subscribe to LIFE in a copy that is already going to a subscriber?

Simply this: Among your friends and relatives there must be quite a few people who borrow your copy when they've forgotten to get the new issue for themselves—people who get as much entertainment and information out of LIFE as you do, but who just haven't got around to subscribing—the kind of people you'd like to have reading LIFE, too!

You can steer two of these people to a very good bargain on LIFE if you'd like to, by passing on the cards bound into this issue. For these cards will entitle your friends to a Special Introductory Rate...

**1 Old**  
rs the  
ne-car

history, and the new line of Packard automobiles recently announced gives the American people, for the first time in years, a "new choice in fine cars."

The new Packard is one of the most beautiful cars on the road! With contour styling the new fashion in automobile design, Packard's trend-setting beauty will prove a source of continuing pride to you as an owner

... and means greater trade-in value later on.

The new Packard provides five big comfortable inches more back seat leg-room than you'll find in any competitive car.

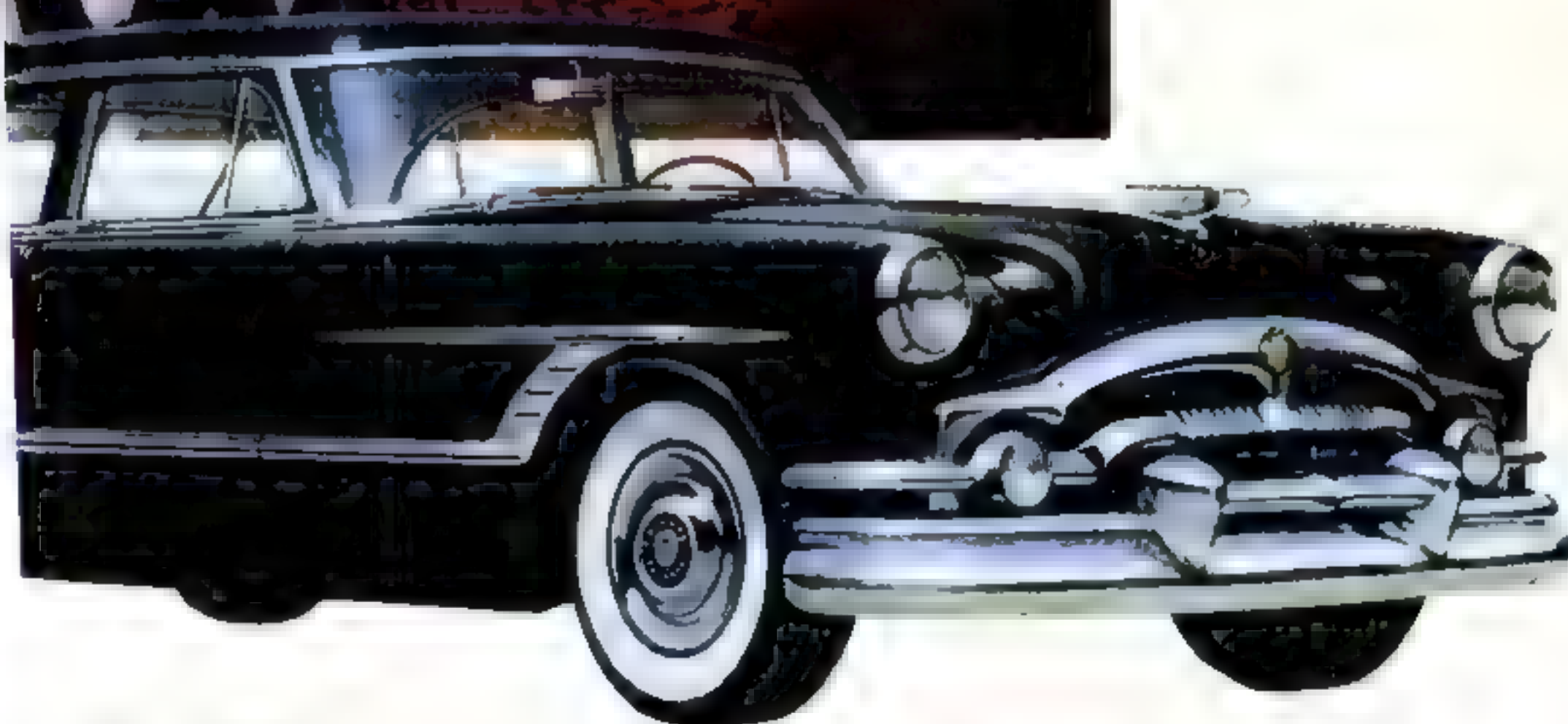
The new Packard gives you the Big Important Three for today's swift, tough, give-and-take traffic: power brakes, power steering and power shifting.

The new Packard is powered by an authoritative and dominating engine of more horsepower than you'll ever need, or ever use.

### How to meet The New Packard

People who grew up with Packard and people who want to enjoy Packard prestige today are visiting Packard showrooms in ever-increasing numbers.

A Packard dealer will be glad to put one of the new cars at your disposal anytime. We believe you will find the time you spend seeing and driving this great new car with this grand old name a gratifying and rewarding experience.



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**Dramatic modern** chest in blond oak to hold a world of treasures. Equipped with Lane's automatic tray. Model #2915. Lane Table shown at right, #240; at left, #247. Chest price—

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**I** APPY the bride who numbers among her wedding presents that *luckiest* gift of all—a Lane Cedar Chest.

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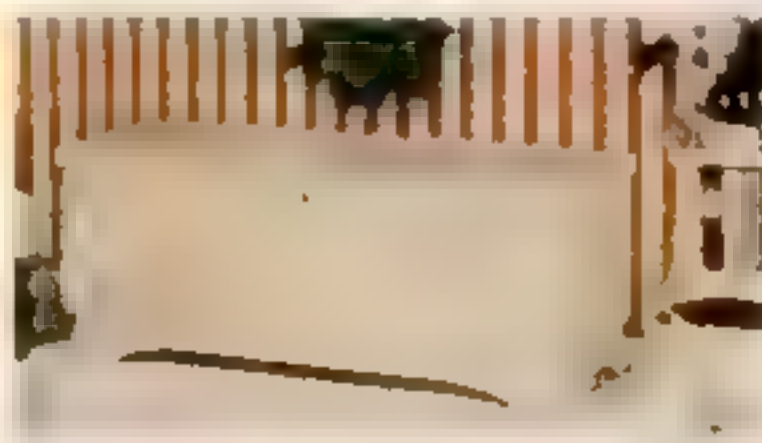
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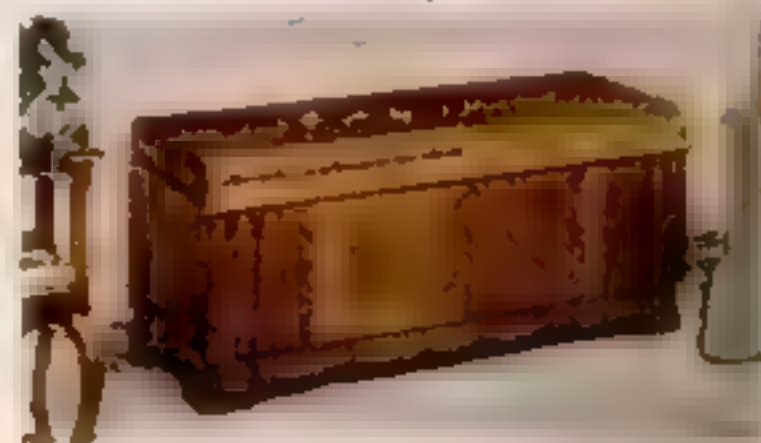
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**Handsome 18th Century Chest** in rich mahogany. Patented self-lifting tray. Model #2601—\$59.95.\*



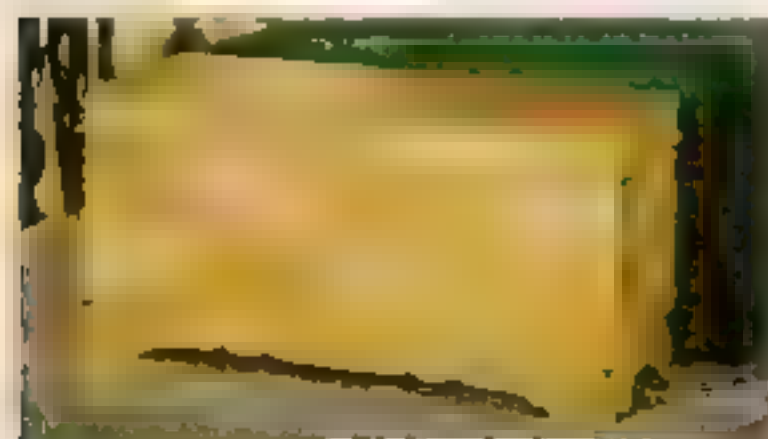
FOYER

**Superb modern** in blond oak. Linens self-lifting tray. Model #2773. Also in walnut. #2949. Each, \$49.95.\* Lane Table, #247.



BEDROOM

**Streamlined modern** in walnut. Linens self-lifting tray. Model #2900—\$49.95.\* Lane Table, #296.



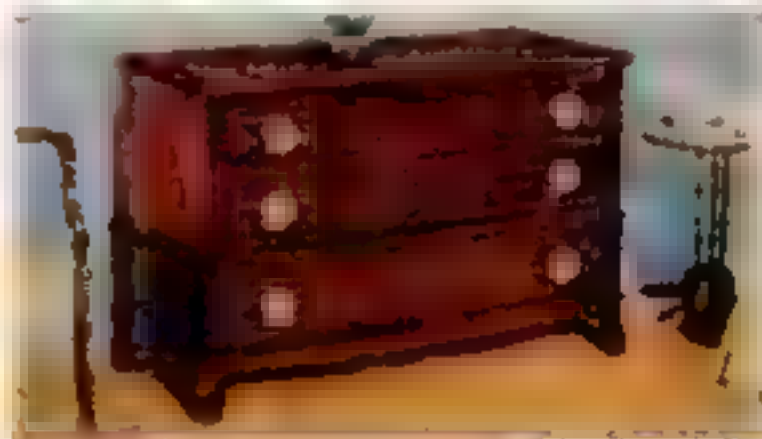
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**Decorative modern** in figured blonde sonora, a honey-blond wood of unusual beauty. Automatic tray. Model #2700—\$69.95.\*



FOYER

**Attractive modern** in rich walnut. Self-lifting tray. Model #2874. Same design in gray walnut. #2869. Each, \$59.95.\*



LIVING ROOM

**18th Century Chest** in mahogany. Drawer in base, simulated drawers above. Model #2221. \$79.95.\*



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## LETTERS TO THE EDITORS

CONTINUED

cartoons, it was not included in your group. Here (right) is my idea of what a LIFE editor looks like.

RUBE GOLDBERG  
New York, N.Y.



REJECTION AND REVENGE

### WASHABLE ROOMS

Sirs:

Since I'm struggling with how to keep my car clean just now, I'm filing away "Washable Rooms" (LIFE, May 18) against the day when I figure out why I might want a room I can wash down with a hose. Frankly, I've never seen a more stark, cold, unfriendly "room" looks as though a care-maker had designed the thing.

FRED A. HOWARD  
Portland, Ore.

### ALECK THE GANDER

Sirs:

Aleck certainly disproves the old theory that a goose wakes up in a new world every morning ("Poor Deluded Gander," LIFE, May 18). If he's remembered his mate seven years, he's done better than many people. Did he survive the recent tornado in Waco?

Mrs. R. L. BROWN  
Texarkana, Texas

• Yes—unscathed beyond a good wetting from torrential rains accompanying the storm.—ED.

### TOES, LONG AND SHORT

Sirs:

Let me reassure Mrs. Henry Alsbrook (Letters to the Editors, LIFE, May 18) her "plebeian" big toes are fashionable in our time. Due to side-walks and modern shoes, we need longer great toes for balance. Monkeys' great toes, for example, are shorter. They don't need the same balance. It's better to be a "plebeian" than a sore-footed aristocrat.

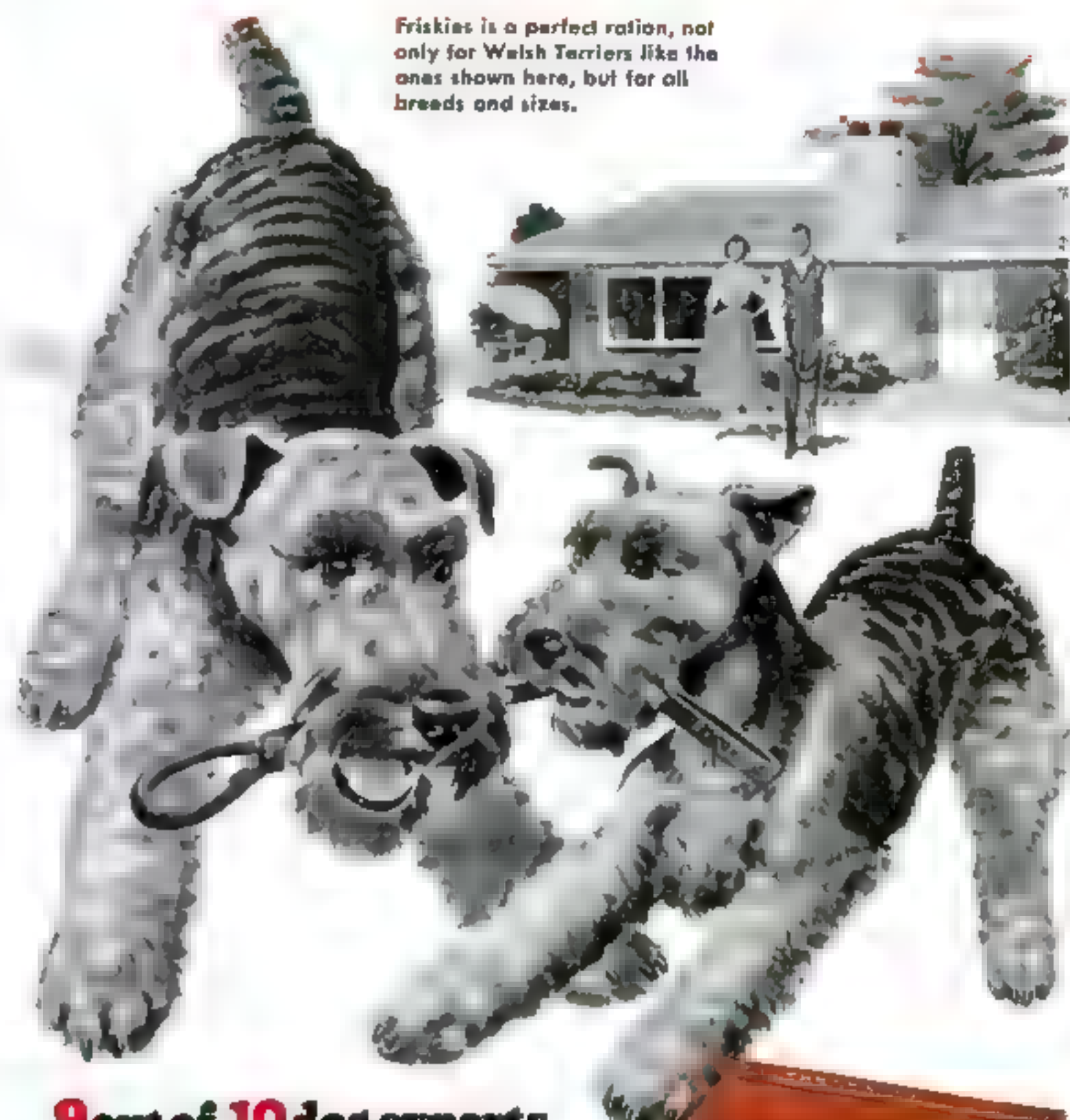
JULES SHANGOLD  
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**A frisky dog is a healthy dog...keep your dog frisky with**

**Friskies**



# SPEAKING OF PICTURES...

## Rice helps produce spontaneous wedding photographs

Henry Lefebvre and Bob Luebke, photographers in Green Bay, Wis., specialize in taking "candid" pictures of weddings. This is a special art because bridal couples are usually tense, and photographs come out posed. But Lefebvre and Luebke have found that there is one situation which nearly always produces action: the bride and bridegroom getting pelted with rice. The photographers now make sure they are in position at the church steps to get this picture. Although each couple reacts to rice differently, both bride and bridegroom usually react the same way. Occasionally Lefebvre and Luebke get another type of unposed picture—when somebody faints. In the 1,500 weddings they have covered only one bridegroom has passed out but they have seen five brides fade away.



ENJOYING the rice, Kenneth Siegrist and Elaine Vande Waile leave St. John's Catholic Church.



CALM, Margaret Hall and C. R. Schaefer ignore heavy shower at St. Willebrord's Catholic Church.

DUCKING from barrage are Mary Eschelweck and Douglas Farrell at St. Patrick's Catholic Church.







**GRIMACING,** Plets La Frombas and Roland Kornowski on fire shower at Presbyterian church.



**SUBMISSIVE,** Larry Erickson and Janice Vunks stand on steps of St. Patrick's rectory and take it.

**FLINCHING,** Dagmar Johnson turns to her husband Elton Christensen at Grace Lutheran Church.



**RAPT,** Mary Gettler and John Duffy clinch at Sts. Edward and Isadore Catholic Church as rice falls.



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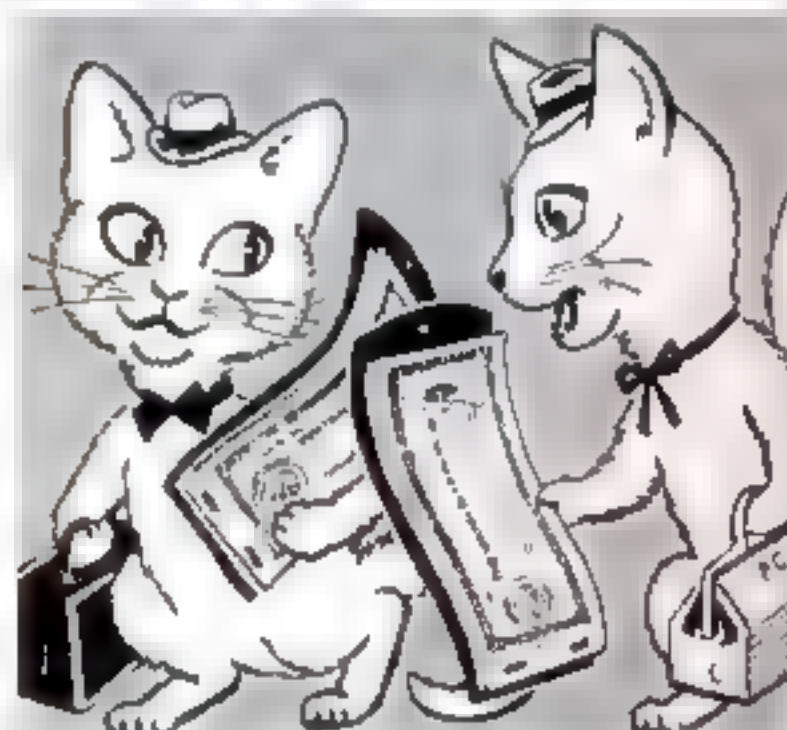
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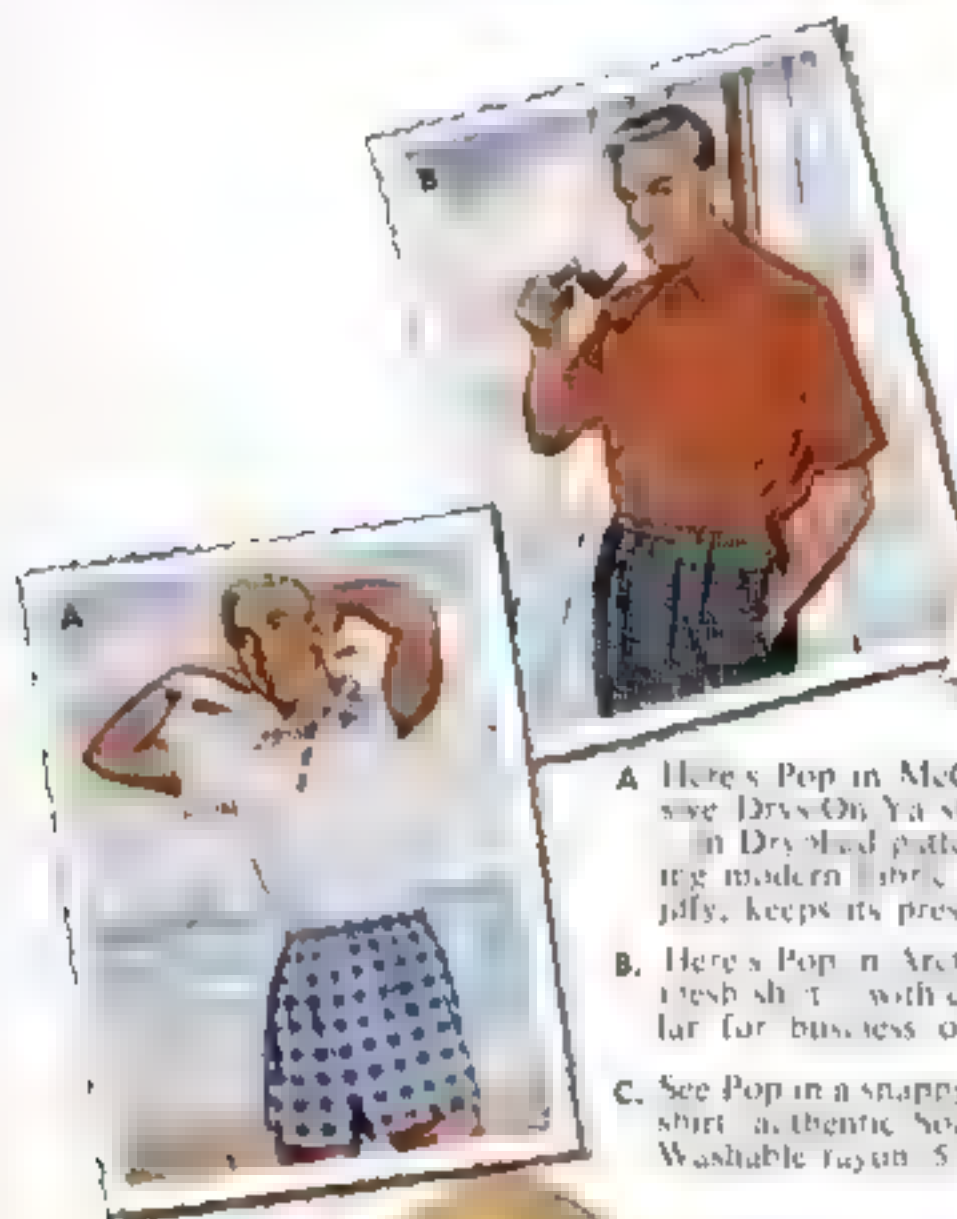
on Father's Day, June 21

# Picture Pop in McGregor Sportswear

Give him the smartest new exclusive styles!

Give him the latest in modern fibre miracles!

Give him McGregor...America's finest sportswear!

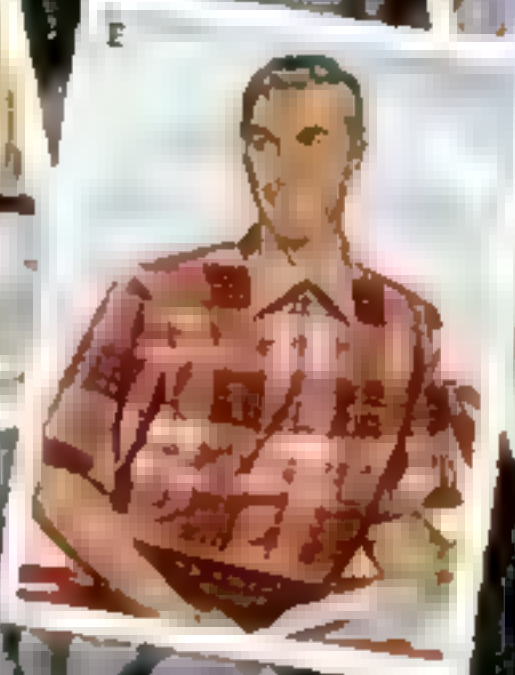


A Here's Pop in McGregor's exclusive Dry-On Ya shorts and shirt in Dry-Mad pattern—the amazing modern fibre that dries in a jiffy, keeps its press. 9.90 the set.



B Here's Pop in Arctic town cotton fresh shirt—with convertible collar for business or sports. 7.95

C See Pop in a snappy Mu Mu sport shirt in authentic South Sea prints. Washable rayon. 5.00.



D Pop's Madras is a lightweight crinkle cool rayon shirt that needs no ironing. 5.95

E Pop looks good in McGregor's Hankaswee shirt, of lightweight gingham. 5.00

F Now Pop wears a new Thistle sport shirt—with McGregor's smart "e p" pattern. 5.95

G Pop's McGregor Tartan Swim set is fine Blues cotton. 8.95. Junior with Poloma Bird Camera wears the same—and shares McGregor's Tartan Suntan Lotion with Dad.

Pop is relaxing in crash resistant McGregor Vasa 55-45 slacks. Made of Milkan's wonder fabric, a blend of dacron and wool, they are light, cool, and rip- and stain resistant. And keep their crease even after being rain-soaked! 19.95. His Peaso shirt is lightweight, cotton madras. 5.00.



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A MIRROR FOR A-BLAST; EYERMAN UNDER WATER; SCIENTISTS OLIVER, PETRIE AND CURRIE; AND A MIRROR WHICH FROSTED

# A PHOTOGRAPHER GOES AMONG THE WIZARDS

LIFE photographers often go to wizards of science in an effort to roll back the horizons of photography and a little wizardry inevitably rubs off on them.

Take Photographer J. R. Eyerman. When the Navy built a K-1 submarine, Eyerman built a special underwater camera to get the story (LIFE, Dec. 10, 1951). When the AEC set off an A-bomb publicly, Eyerman employed a convex mirror to get a picture of the blast and viewers (LIFE, May 5, 1952). His toughest challenge has been taking aurora borealis color pictures for "The Atmosphere" essay (pp. 74-98), fourth article in LIFE's series, "The World We Live In."

Eyerman went north to get the aid of scientists (above), who had been studying the aurora borealis. He reported in impressively technical language which we

pass on (it means he had rough going): "Though most auroral displays seem bright they are of such weak intensity photographically that only the brightest portions will register on color film. I overcame this by giving the film a slight general exposure in the darkroom in advance so that the added exposure from the auroras would be enough to create an image. Thereafter the greatest problem was movement in the shifting auroras. When I thought they would hold still, I opened the shutter until radical movement occurred."

Eyerman had lesser woes, including one gadget which wouldn't work at all—the big mirror in which you see his reflection at right above: "I carted the thing all over western Canada, but dew or frost formed and I didn't dare wipe it clear for fear of scratching its surface."

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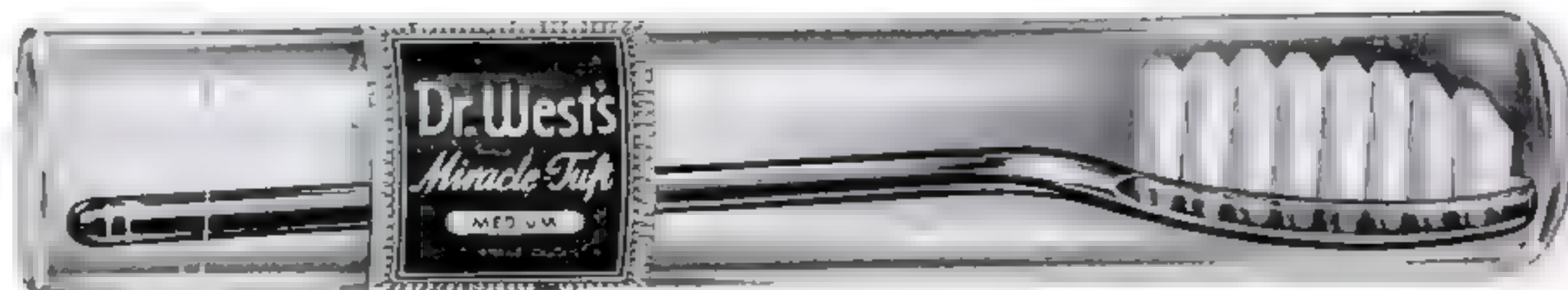
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## NEW FIGHT IN ITALY'S OLD ARENA

Last week, amid its magnificent monuments to dramas of the past, Italy marched headlong into a modern and fateful drama—its first general election since 1948.

The great issue, often nearly lost in a splintery crosscross of parties, platforms and supercharged invective, could nearly be summed up in one man. He was 72-year-old Premier Alcide de Gasperi (*right*), and the question was whether he could hold Italy to his moderate, stable democracy against the raucous assaults of the totalitarian left and right.

On his left the Socialists and Communists, whom he licked in 1948, bellowed for the recovery of Trieste, wide-open trade with the Iron Curtain, an end to Italy's alignment with NATO and the U.S. and full employment in an overpopulated land where two million are out of work. On the right the Monarchists and the reborn Fascists harked away at De Gasperi's land reform and public works programs and at the corruption which De Gasperi, himself incorruptible, has not been able to clean entirely out of his administration.

On his side De Gasperi had powerful weapons. With a bumper crop in prospect, industry humming, roads and dams being built and public housing spreading out among the underprivileged, Italy had seldom been in better shape. He had the backing of the Church whose Catholic Action committees were working effectively to win him votes at the precinct level. He had the support of the U.S., whose ambassador, Clare Boothe Luce, told Italians in a speech that "if . . . the Italian people should fall the unhappy victims to . . . totalitarianism of Right or Left, there would follow—logically and tragically—grave consequences for this intimate and warm cooperation we now enjoy."

Perhaps most important of all, De Gasperi had rallied an effective coalition of centrist parties (*pp. 24, 25*). Last week as the campaign moved toward its climax it seemed that De Gasperi would get his majority when Italy goes to the polls June 7 and 8, but it is likely to be a slim one, cut down by both the right and left.

**FOLLOWING DE GASPERI** (*center*), his admirers leave Genoa's Triumphal Arch after rally.





LEFT

CENTER



## DE GASPERI COALITION BRACES THE MIDDLE AGAINST BOTH ENDS

Italy, which likes its politics kaleidoscopic, has no fewer than 34 parties running in various parts of the country. The chart above simplifies the principal alliance and its chief opponents. The major divisions are shown by color, red marking the extreme left, white the moderate center, black the far right.

The center coalition is dominated by Premier de Gasperi's DC (Democrazia Cristiana)—in power since 1948—and bolstered by the

PSDI (Partito Socialista Democratico Italiano) of Giuseppe Saragat, the PLI (Partito Liberale Italiano) of Bruno Villabruna and the PRI (Partito Repubblicano Italiano) of Randolfo Pacciardi, present Minister of Defense.

On the left are Palmiro Togliatti's Communists organized in the PCI (Partito Comunista Italiano) and Pietro Nenni's Socialists in PSI (Partito Socialista Italiano). In 1948 the Communists and Socialists were allied as a popular



**SOCIALIST** Pietro Nenni, whose party hews to Moscow line, rallies followers in Florence speech.



**RED'S PEACE DOVE**, done up in a cozy nest, is brought to Padua rally by a worshipful little girl.

← **COMMUNIST** Palmiro Togliatti, boss of free Europe's biggest Red party, addresses 50,000 in Padua.




## COALITION

**LIBERAL**

**PLI VILLABRUNA** 

12 SEATS  
WON 2.5% OF 1948 VOTE

**REPUBLICAN**

**PRI PACCIARDI** 

10 SEATS  
WON 2.5% OF 1948 VOTE

**MONARCHIST**

**PNM LAURO** 

18 SEATS  
WON 3.1% OF 1948 VOTE

**NEO-FASCIST**

**MSI DE MARSANICH** 

5 SEATS  
WON 2% OF 1948 VOTE

front and, together, amassed the vote given in their boxes on the chart. This time Nenni has made a show of going it alone.

On the right the Monarchists are organized in PNM (Partito Nazionale Monarchico) headed by millionaire Mayor Achille Lauro of Naples. Lauro, seeking ex-King Umberto's restoration, steered clear of the other rightist group, the neo-Fascists. These, the MSI (Movimento Sociale Italiano), under the political leadership

of Augusto de Marsanich, would like a new Mussolini-type dictatorship.

The party symbols shown here are official and will appear on the ballots to aid illiterates. Seat distribution shown here is the number held by each party in the Chamber of Deputies when it was dissolved in April in preparation for the election. The De Gasperi coalition held a similar, although slightly weaker, majority in the 324-seat Senate. Under a new electoral

law in force this time any party or coalition will need only 50.01% in order to win 64.5% of actual seats in the Chamber of Deputies.

Splinter parties, scattered throughout the country, represent specialized interests in the various provinces. In Rome alone there are 18 separate parties on the ballot, ranging from a "Movement in Favor of Divorce" to a "Partito della Bistecca," which advocates the daily distribution of a beefsteak to every Italian.

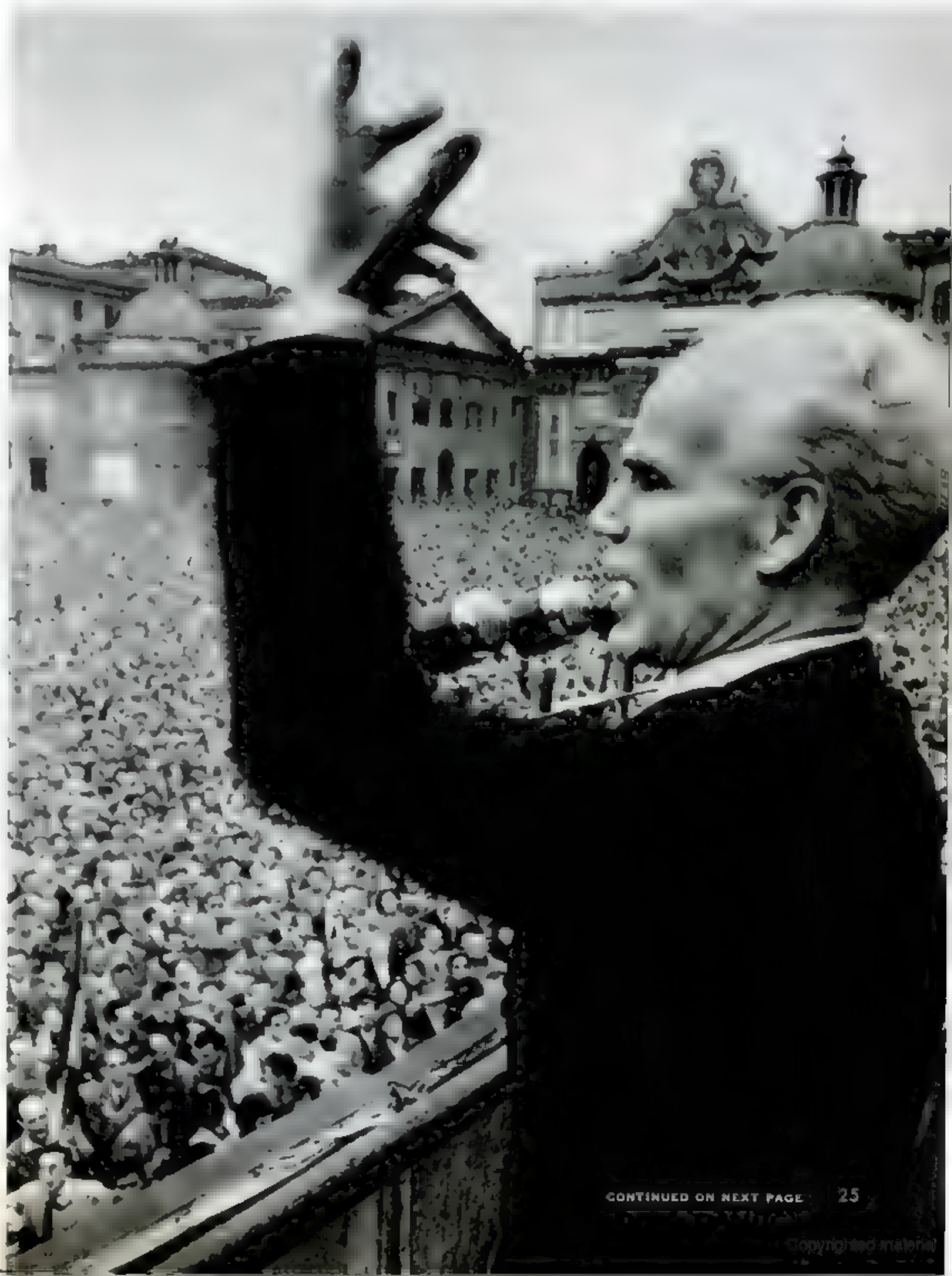


**MONARCHIST** Achille Lauro smiles as he dispenses 1,200 meals daily to win votes in Senate race.



**ROYALIST BADGE**, raised high, is portrait of the late King Victor Emmanuel, who abdicated in 1946.

**NEO-FASCIST** Augusto de Marsanich tells Romans Italy does not now have man to replace Duce →







Italy CONTINUED



THE COLOSSEUM, nearly 30 centuries old, stands as a tribute to the city's history to honor De Gasperi in Rome. Effort to build a new city in the center of the city.



POPE GREGORY XIII, who reformed Christian calendar, sits sculpted above De Gasperi, who speaks from Brognini's 15th Century Palazzo Accademico.

← HERCULES SHARES PEDESTAL WITH DE GASPERI CROWD IN FLORENCE





voting age of 21 gathered from all central Italy. Here, bearing banners and slogans of Christian Democracy, they march along Street of Imperial Forums.



**PIAZZA MAGGIORE**, Bologna's biggest square, is jammed tight with 30,000 people who came to hear De Gasperi (back to camera) in Italy's Reddest city.

**MICHELANGELO'S DAVID** TURNS SIGHTLESS GAZE OVER FLORENTINES →





## MR. HUMPHREY'S TAX PROGRAM

## ONCE BURNED, TWICE BANNED

Besides broadcasting to Iron Curtain countries, Radio Free Europe reads just about all the printed matter available from the Communist world. Recently its Argus-eyed clip desk constructed this interesting little mosaic:

On May 12, just after the 20th anniversary of the Nazi book-burning, the New York *Daily Worker* carried a reminiscent story of how the Nazis had "looted libraries and carried off truckloads of literature listed as un-German. . . . Into the literary dragnet went everything that contained 'the seeping poison' of liberalism, pacifism, humanism, socialism. . . .

"The Hitler hoodlums reached far into the past and even gathered in the 1905 pacifist novel *Lay Down Your Arms*, for which Bertha von Suttner won the Nobel Prize."

So reminisced the Communist *Daily Worker* in New York. But in Communist East Germany, last November, the Institute for Matters Relating to Libraries issued a directive. It listed for removal from library shelves all books "of open pacifist tendencies [and those] injurious to the training of our children for active defense." Guess the title of one such book. *Lay Down Your Arms* by Bertha von Suttner? Right! Other Commie castouts from East Germany's public shelves were Erich Remarque's *All Quiet on the Western Front* and *Three Soldiers* by John Dos Passos, both of which had been booted by the Nazis 20 years earlier.

Book-burners of the world, unite!

Detroit, the symbol of U.S. industrial might, contains a little symbol of its own that Congress should be pondering. Along the northern city limits runs Eight-Mile Road. The north side of Eight-Mile Road is dotted by one busy tool-and-die plant after another. On the south side there are no plants at all. Why? Because the south side of the road is in the city and any plant there would have to pay a property tax on its machines, equipment and even inventory—while the north side is out in the tax-free county.

The moral, of course, is that the power to tax is not only the power to destroy (in Daniel Webster's famous phrase) but also the power to encourage, discourage, channel, rechannel, induce, thwart and twist out of shape. And the thing to worry about is the fact that the federal tax system, now that it collects nearly a quarter of the whole national income, is an instrument of really frightening social impact. Without even seeming to—indeed without even meaning to—Congress, by the way it writes our tax laws, can penalize industriousness, reward inefficiency, enrich one businessman at the expense of another, set our whole system of industry and society topsy-turvy. In fact it has been doing just that.

Top businessmen today spend as much mental energy minimizing their taxes as they do selling their product—maybe more. The recent Kaiser-Willys merger was an elaborate tax maneuver. As a *LIFE* article pointed out (March 9), taxes have even altered the balance of privileges between husband and wife, bachelor and married man, big business and small—mostly in the wrong direction. Who can defend a tax system that encourages a junior executive to put a Martini on his expense account, while discouraging him from saving toward his child's education?

One particularly indefensible tax is the excess profits tax, of which one executive has said, "The only way you can run a business nowadays is to assume it will be removed someday soon." It is scheduled to lapse in June, but against his will Secretary Humphrey is asking Congress for a six-month extension. This is because his program calls for no tax reductions this year. The whole Humphrey short-term program is necessarily a series of such compromises.

Yet Congress should support the Humphrey program—even (while holding its nose) to extending the excess profits tax—because of two overpowering arguments in its favor. The first is that it will maintain federal revenues and so minimize the dangerous deficit for fiscal '54 inherited from Truman. If this argument is cold comfort for Republican congressmen, they—and all of us—should fix our minds on the second.

Humphrey is the first Secretary of the Treasury within memory who has a real chance to bring about a long overdue basic

reform of the whole tax structure. His predecessors, harried by an endless series of revenue emergencies, have allowed taxes to pile up on each other like a coral reef. Bearing no relation to rational tax architecture, the result is a menace to economic navigation. Secretary Humphrey has put experts to work out, with congressional staffmen, a set of reforms that will go to Congress early next year. What they will actually recommend depends in part on how much revenue will be needed for the '54-'55 budget. But from the work already done, and from a recent speech by Undersecretary Folsom, it is possible to discern the main outlines of what a rational tax structure should look like:

1) The personal income tax, steeply progressive, can be simplified, but should remain the government's No. 1 revenue producer. "If only modest revenue were required," said Folsom, "taxes on individual incomes might well be used as virtually the sole source." Thus ability to pay will be the cornerstone of our tax system; but as long as revenue needs remain so high, other principles must be used as well.

2) The corporate income tax should be kept below the point where it "becomes a major and not a minor factor in business considerations." At 52%, that point has already been passed. This tax has little theoretical justification, since it is really paid by the flesh-and-blood customers, employees and stockholders of the corporation; but it is a convenient revenue producer and is socially tolerable. The same cannot be said of its crazy cousin, the excess profits tax, which will surely disappear next year.

3) Excise taxes should be made equitable. Why should women pay 20% on face powder while men pay nothing on shaving cream? The list of articles subject to excise is a study in sheer caprice. We have two rational alternatives. One is to limit the excise tax to a few traditional items where it serves some public policy, such as alcohol, tobacco and gasoline. The other is to spread it over everything except food and other absolute essentials, in which case it becomes a general sales tax. Either would be fairer than the present patchwork excise system.

Within this three-sided framework of a rational tax structure, many small but helpful reforms would be possible. These range from the liberalization of depreciation allowances to the plugging of such loopholes as the tax-exempt bond. The over-all objectives of reform, says Folsom, are simplicity, fairness and "the least obstacles to the economic growth of the country."

Although we can't afford it this year, the political and budgetary outlook alike favor a tax cut next year. It will be all the more worth waiting for as part of a general reform that subjects the present tax jungle to the control of reason.



PICTURE OF THE WEEK



## COMMUNIST PILOT IS CATAPULTED FROM CRIPPLED MIG

Many U.S. pilots have shot down Red jets over Korea, but 2nd Lieut. Edwin Aldrin is the first to get pictures of an enemy pilot bailing out. After riddling a MiG 15 over MiG Alley, Aldrin

took this rare movie sequence with the wing-mounted camera on his Sabre jet. As the MiG wobbled out of control (*top, left*) the Red pilot touched off an explosive charge (*top, right*)

which catapulted him and the seat to which he was strapped into the air (*bottom pictures*). As Aldrin sped off at more than 500 mph, he saw that the Red pilot's parachute had opened.





**KNIGHT AND DAUGHTERS** flash best political smiles in acting governor's big week. Left to right: Carolyn, 19, Marylyn, 25, with her daughter, April, and Marylyn's husband, Robert Eaton. Knight, 56 and a widower, is an ex judge.



**WARREN AND DAUGHTERS**, together with Mrs. Warren (at governor's right), wave goodbye before enplaning for coronation. At rear (dark glasses) is Editor Fleur Cowles, fellow passenger and another special envoy to coronation.

## GOODBY EARL, HELLO GOODY

California's lieutenant governor  
goes after Warren's job for keeps

For 11 years Governor Earl Warren has been invulnerably entrenched in California politics, twice re-elected—once as the candidate of both the Republican and Democratic parties. During that time his daughters have grown up in public, becoming national figures and political assets to their father. Last week Earl Warren seemed suddenly vulnerable as Lieut. Governor Goodwin Knight moved to become California's governor in the 1954 election.

No sooner had Warren and his family taken off for London to represent President Eisenhower at Queen Elizabeth's coronation, than Knight, as acting governor, was out gunning

for the job full time. Before the week was out he unleashed his charms at half a dozen meetings, parties and parades. He called the governor's regular press conference to flaunt his disagreements with Warren on tax and highway policies. He displayed his own attractive daughters. His timing was calculated. Warren has incurred the displeasure of conservatives. He annoyed Eisenhower supporters last year by his slowness to support the general's candidacy. Besides he has been around a long time. Confident as he is ambitious, Knight told his aides, "I'm a relaxed guy," then added a cocky prophecy: "and being governor won't change me."



**PARADING** through Burbank behind a sign more emphatic than orthographic, Knight greets the people, calling out, "Hi, Mother. Hi, kids. Take it easy, Pop!"



**POLITICKING** at Yuba City, Knight acknowledges a voter's compliment with a warm handshake. "You've got to have a little ham in you for this," he admits.





**CONFIDENT OF FUTURE**, the man who intends to be California's next governor rests in his office between campaign trips, waiting cheerfully to act on

bills passed by the legislature during Governor Warren's absence. Occasionally he slips down the hall to sign papers or to receive guests at Warren's desk.





## EXPLOSION OF A MYTH

For the first time in history an atomic shell was fired last week from a gun. At Frenchman Flat, Nev., a crew of nine loaded a half-ton projectile into the Army's new 280-mm atomic cannon. Then the men jumped for a trench and, from a tower 10 miles away, the gun was electronically fired.





The missile burst 500 feet in the air seven miles away. An Air Force camera, whose telephoto lens gave the illusion of foreshortening the distance between gun and blast, caught the explosion as a wild lick of flame spurted from the mushroom and rocket trails (*center*) quavered from the shock.

The triumph of the occasion was not the gun but the shell. When the Army began talking about an A-shell, skeptics dismissed it as a military myth. It took 10 years of intensive engineering to make an atomic missile small enough (11 inches by 3 feet) to be fired from an artillery piece.





**HOLDING SONS' PICTURE**, taken before he left them in 1917, Georgescu tells his story. He was born in Romania, educated in England, became president

of Standard Oil of New Jersey's Romanian affiliate, Romarco-American. Now he is working in New York City as a New Jersey Standard expert on the fact





**MISSING SONS** Constantin and Peter, now 19 and 14, looked like this in 1947 when they posed with their grandparents. Sons are now held in "camp."

## A FATHER MAKES A DESPERATE CHOICE

**Reds make man decide between sons and country**

Valeriu Georgescu has been a U.S. citizen only about a year. He came over from Romania in 1947 on a business trip and was prevented from returning when the Communists took over. Ever since he has been desperately trying to liberate two sons he left behind him. One day last month a stranger walked into Georgescu's New York apartment and pulled a picture from his pocket. Then, identifying himself as Christache Zambeti, first secretary of the Romanian Legation in Washington, he made a proposition cynical enough to sicken any decent man. The picture was a recent snapshot of Georgescu's own two sons. They were still in good health, said Zambeti ominously, and would be permitted to join their father soon. But there was one stipulation. Georgescu would have to collaborate politically with the Communist Romanian government and in effect work against the U.S.

In one short, awful moment Georgescu made his decision. He had, he told Zambeti, sworn allegiance to the U.S. "Pfoof, do you take things that way?" said Zambeti. "If you want to see your children you have to do something about it." "I don't intend to sell my conscience," said Georgescu and showed the astonished Zambeti out. But Zambeti was due for more surprises. After he got back to Washington he got notice from the State Department he must immediately leave the U.S. To protect his honor and his children, Georgescu had told his tale to the State Department. His wife broadcast to Romania to explain her decision to her children and her countrymen. Then she went to church to pray for her sons.

Therefore, this Government is impelled to declare

Mr. Zambeti persona non grata. The Legation is requested to make arrangements for his immediate departure from the United States.

Department of State

**ORDER TO LEAVE**, a terse note initialed by Acting Secretary of State Bedell Smith, was handed to Romanian legation May 26. Zambeti left 76 hours later.



**A FLOOD OF MAIL**, containing notes of sympathy and prayers for children, is examined by Georgescu, who collapsed under strain, and by his wife, Lygia.



**ON THE WAY OUT** Christache Zambeti, in glasses, is interviewed at the airport. He said he was glad he was going and that the charge was "a dirty frame-up."





A CONTESTANT FROM WALLA WALLA TOSSES HIS HAT FROM THE TOP OF THE CHINOOK HOTEL AT THE GIRL PERCHED IN THE BULL'S-EYE 14 STORIES BELOW

## HATS OFF TO A GIRL OF YAKIMA

**Dignitaries fling headgear at her from 150 feet up**

The mayors, police chiefs and other dignitaries of the cities of Yakima ("fruit bowl of the nation") and Walla Walla ("many waters"), Wash., stood last week on the top of a hotel in Yakima and flung their winter headgear at a girl 14 stories below in the street. It was the fourth in a series of contests marking the arrival of warm weather. Under the rules, any style of throw may be used, but racing helmets, coonskin hats and derbies are prohibited, as well as the use of instruments to determine wind drift or of any foreign matter to weight the hat. Under these handicaps no one has ever hit the bull's eye, and the closest any one has yet come was this year's winner, Don Monahan, Walla Walla Kiwanis Club president, whose hat landed 12 1/2 feet away. His triumph gave the jug of victory to his team and evened the score between the metropolises at two-all.



**JUDGES AT WORK** measure out the distances on the street outside the hotel between the hats and the target, Sue Bradley, 16, who is a senior at Yakima High.



**JUDGES' ERROR** gave jug first to Yakima Kiwanis President Fred Westberg (left) before it ended up rightfully in arms of Walla Walla Mayor R. V. Burleske





CAMPBELL'S TOMATO SOUP  
Ham and Cheese Sandwich Milk

## Soup 'n' Sandwich

When the thermometer starts climbing, you want meals that are delicious and nourishing ... but easy to fix. The soup makes the sandwich taste even better ... lifts lagging appetites. And there are 21 Campbell's Kinds to choose from!

DELICIOUS SUMMER MEALS... SO EASY WITH SOUP!

## Soup 'n' Salad

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CAMPBELL'S BEEF SOUP  
Tomato Cucumber Salad  
Iced Coffee



*Campbell's* SOUPS



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*The Golden Touch of  
Hospitality*

QUENCH your summer thirst with the *perfect* gin and tonic—the *golden* gin and tonic—the Seagram Seabreeze.

COOL, SMOOTH, GOLDEN, *and* EASY-TO-MAKE

Just add tonic water and ice to a jigger of Seagram's Ancient Bottle Gin—that's the Seagram Seabreeze. Ask for it at your favorite tavern or restaurant today.

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# BREEZE



## It's Seagram's Golden Gin and Tonic

Made only with Seagram's Ancient Bottle Gin



AS MODERN AS TOMORROW





Here's Barbecue Salad... the easiest,  
most exciting new recipe idea in the magazine!

### Barbecue Salad

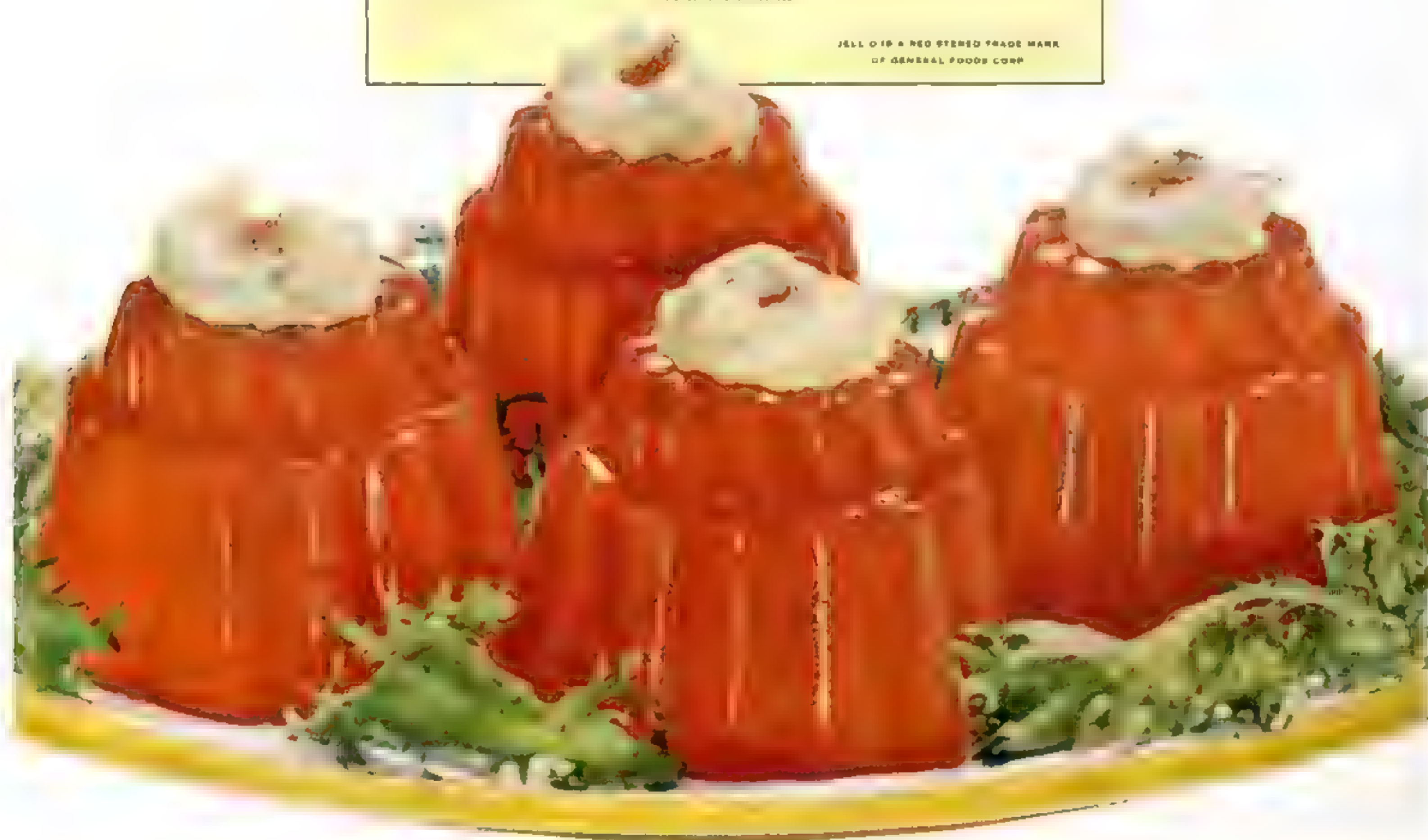
"TOMATO ASCII  
WITH PERSONALITY"

1 pkg. Lemon or Orange Jell-O  
1 1/4 cups hot water  
1 can Hunt's Tomato Sauce  
1 1/2 tablespoons vinegar  
1/2 teaspoon salt  
Dash of pepper

Dissolve Jell-O in *hot* water. Add Hunt's Tomato Sauce and other ingredients. Blend. Pour into individual molds. Chill until firm. Place on crisp greens with mayonnaise. You can serve four to six people for about a nickel each.

Note: For extra spiciness, add any of the following before chilling: onion juice, seasoning or celery salt, cayenne, Worcestershire sauce, pepper sauce, or horse-radish.

JELL-O IS A REG. STERED TRADE MARK  
OF GENERAL FOODS CORP.





# LIFE ON THE NEWSFRONTS OF THE WORLD

## Senator Taft's untimely proposal alarms allies and Reds launch year's biggest Korean assault

In a foreign policy address in Cincinnati last week Senator Robert Taft made the sensible plea that the U.S. stop trying to force other countries to adopt policies they do not approve. But the Senate majority leader carried his point too far and proposed that "we might as well forget the United Nations as far as the Korean war is concerned. I think we should do our best now to negotiate this truce, and if we fail, then let England and our other allies know that we are withdrawing from all further peace negotiations in Korea. . . . I believe we might as well abandon any hope of working with the United Nations in the East. . . ."

Taft's untimely "go-it-alone" proposal came up two days later at President Eisenhower's weekly press conference. Granting that Taft was entitled to his own opinion, the President sharply repudiated that opinion as Administration policy. Breaking a press conference tradition, he allowed himself to be quoted directly so that the allied world could be reassured. "No single free nation can live alone in the world," the President said firmly, pointing out that "if you are going to go it alone one place, you of course have to go it alone everywhere."



ANGRY SEOUL PARADE PROTESTS LATEST ALLIED TRUCE PROPOSAL

## Reds and South Koreans attack U.N.

The surprising reaction to the latest allied truce proposal came not from the Communists but from the South Koreans. After leaking the supposedly secret terms to the press, the South Koreans claimed that too many concessions were being made to the Reds on the prisoner question, threatened to withdraw from the U.N. command and fight on alone if the plan was accepted. While South Korean civilians paraded through Seoul demanding unification of their country and U.S. officials tried to smooth things over with President Syngman Rhee, the Communist armies launched their biggest and bloodiest attack of the year, throwing some 15,000 troops against the U.N. lines and capturing important outposts less than 40 miles from Seoul.

After losing a key vote to the forces of Philippines President Elpidio Quirino, followers of Brig. General Carlos Romulo walked out of the Liberal party convention and formed the new Democratic party with Romulo as its presidential candidate. The remaining Liberals dutifully nominated Quirino and braced themselves for a three-cornered race against Romulo and the Nacionalistas' Ramon Magsaysay.

CONTINUED ON NEXT PAGE

# LANOLIN PLUS LIQUID



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Lanolin Plus Liquid\* is practically magic for the skin. The very first application helps stop dry skin, a common cause of premature wrinkles and crow's feet.

And daily use diminishes wrinkles greatly

Lanolin Plus Liquid is also beneficial for youthful skin because it supplies the esters and cholesterol, closest duplications to Nature's own skin lubricants, which are actually removed from the skin by harsh climates, cleansing with soap and water, or ordinary cleansing cream. Remember—dry skin wrinkles more quickly than soft skin. To gain or retain soft, glowing, more youthful-looking skin, get Lanolin Plus Liquid today. \$1.00—\$1.75—\$3.00 plus tax.



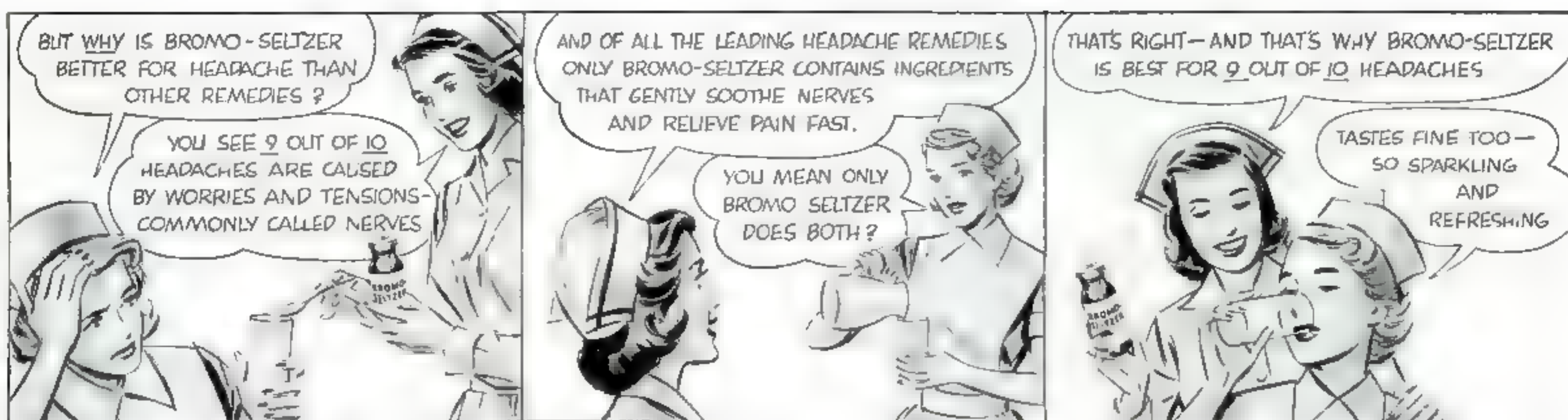
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Doctors and Nurses Know How 'Nerves' Can Cause Headache...

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## BETTER FOR UPSET STOMACH, TOO!

Bromo-Seltzer contains sodium citrate—one of the most dependable ingredients known to doctors for the relief of stomach acidity, plus another ingredient to relieve nervous tension so often associated with upset stomach. For best results use cool water. Follow the label; avoid excessive use.

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If you are not fully satisfied with results, return unused portion to Emerson Drug Co., Baltimore, Md. and get money back.

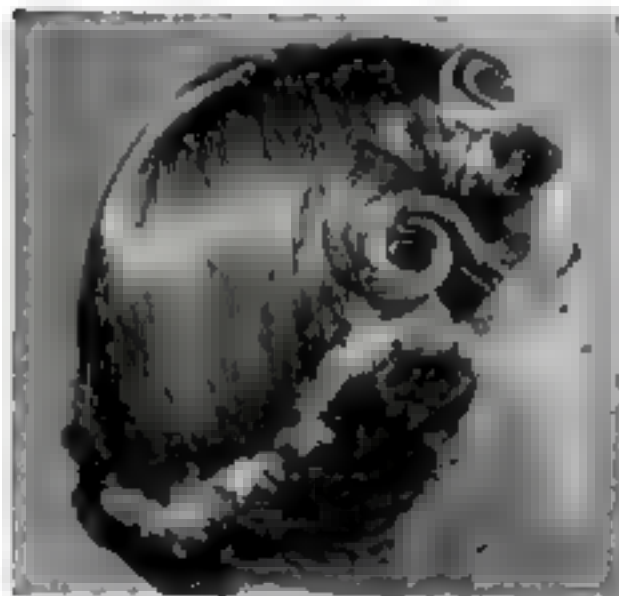






AT SOCIETY HAPPENINGS, eyes follow Mrs. Charles A. Munn Jr.'s sleek brown hair. Here, Michael's adept fingers have shaped it after speedy cleansing with tenderest Conti shampoo.

## MICHAEL OF THE WALDORF



stylist for Society's loveliest hair advises:

"Breath-taking Hair-do's begin with 'babying' hair with shampoo rich in world's tenderest cleansing ingredient, basis of Conti shampoo."

**HAIR IS OUTGROWTH OF SKIN.** Treat it tenderly as you treat the skin of your face—of new-born baby. Basic ingredient of Conti shampoo is same as used in famed Conti olive oil Castile soap esteemed for baby skin care. Same as used in beloved Conti Baby Oil, Conti Baby Powder. Brilliantly compounded for the special needs of hair, Conti "babying" shampoo gets in and out of hair quickly, washes out completely. Leaves hair just right for obedient hair-do's. Pure. Safe. Conti cannot cause drying of hair or scalp.



← **IMPORTED.** From renowned olive presses of sunny Mediterranean shores comes the pure olive oil used in Conti shampoo. A natural oil for your hair's natural loveliness.

**QUICK. EASY ON HAIR.** Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Speedy. Tender. Good to hair. Wash hair as often as you feel like it with "babying" Conti shampoo. Economical. Only 49 cents, regular size. 89 cents family size. Compare it with others.



FAST SMALL-BUBBLE LATHER TELLS YOU CONTI IS SAFE

Advertisement

When the Supreme Court declined for the third time to review the case, Federal Judge Irving Kaufman for the fourth time set an execution date for the convicted atomic spies, Julius and Ethel Rosenberg. Barring an unlikely last-minute stay of execution, the Rosenbergs will die in the electric chair at Sing Sing the week of June 15.



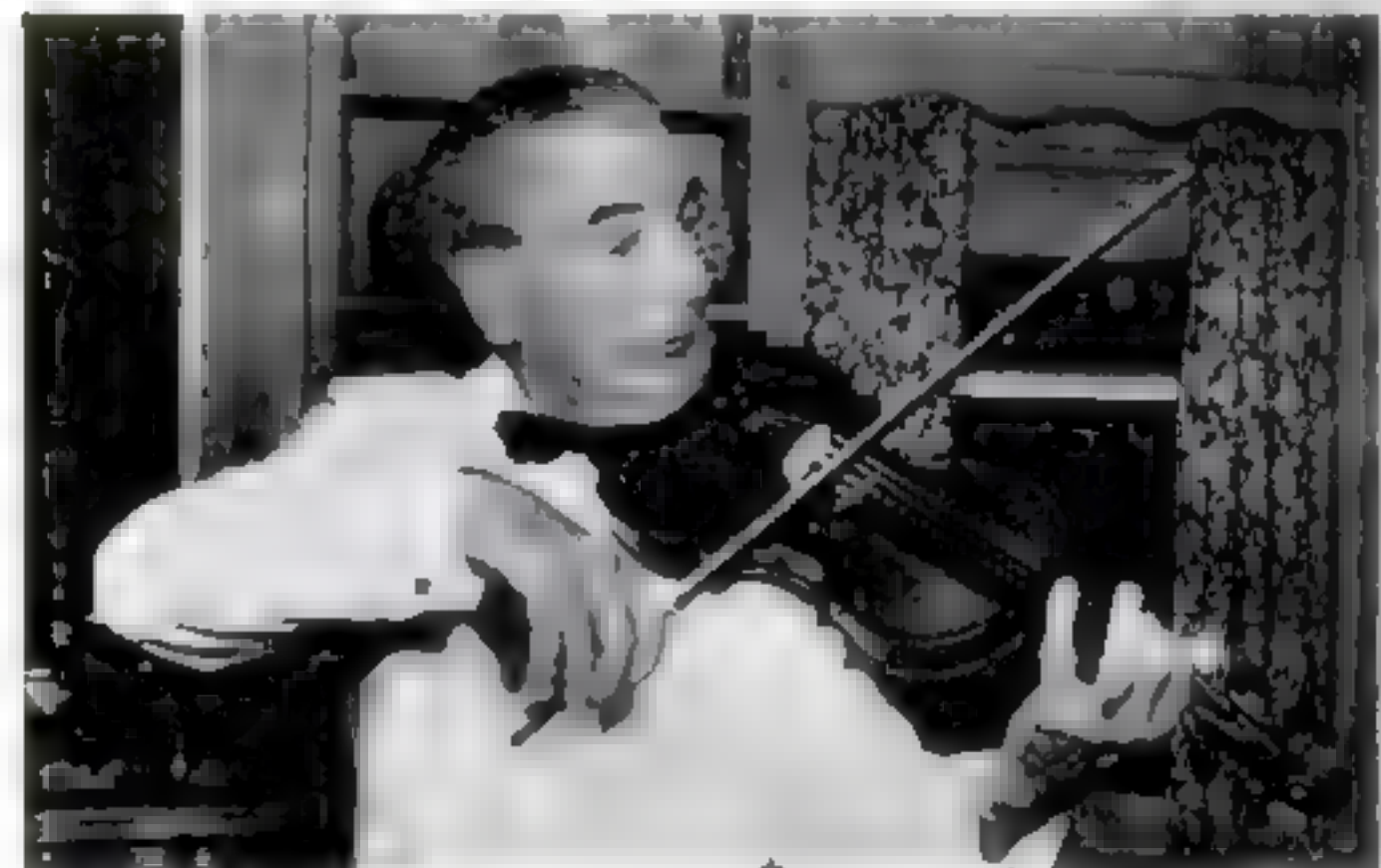
NYLON ZIPPER UNSKINS FRANKFURTERS

Skinless frankfurters have been available to the public for a long time, but for frankophiles who like to skin their own the Consumers Kosher Provisions Co. of Brooklyn has developed a frankfurter with a built-in, nylon-thread zipper.

### East Germany gets a civilian boss

To the West's surprise, Russia abolished its military commission in East Germany and replaced it with a civilian high commissioner, presumably to streamline the government and to impress West Germany with its good intentions. To no one's surprise Russia showed no intention of abolishing its 300,000-man army in East Germany.

Looking around for a new vice president to explore the new field of frozen bread, Arnold Bakers, Inc. has come up with just the man: the great Antarctic explorer, Rear Admiral Richard Byrd.



ALBERT SPALDING PLAYS AT HOME AFTER FORMAL RETIREMENT

### The boy who asked for a fiddle

When he was 7 years old Albert Spalding asked for a violin for Christmas. If he had asked for a baseball mitt or a hockey stick he would have gotten the best, for his father was a partner in the A. G. Spalding sporting goods company. But since he wanted only a violin he got a \$4 half-size instrument. Albert, however, took his half-size fiddle very seriously, studied hard and at the age of 14 graduated from the Bologna Conservatory—the youngest graduate since Mozart. After a successful debut in Paris at 16, he went on to concert triumphs all over the world. A quiet, modest man with little of the temper and flamboyance traditional for great virtuosi, he was acclaimed America's "first great instrumentalist" and did more than any other musician to earn world respect for his country's growing musicianship. In 1950, after 43 years on a concert stage, Spalding decided to retire "while they still regret to see me go." He lived to write a successful historical novel before he died, last week, of a cerebral hemorrhage.





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nothing like Jantzen "curvallure" has happened to you before. It's the magic you've been wanting to make you look wonderful, feel wonderful in a swim suit... an exclusive new Jantzen technique for creating lovely curves and planes in all the right places. This suit is Lastex-powered faille loaded with "curvallure" from the top of its heart-shaped neckline to the cuffs of its pant-legs 16.95.

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*Flavor that chill can't kill*



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Ballantine Beer is *deep-brewed* from the world's choicest grains and hops for fine, full flavor that chill can't kill. Serve it as cold as you like; every glass just brims with flavor.



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**BALLANTINE BEER**





PHOTOGRAPH AT SEOUL CITY HALL PUBLISHED IN "LIFE" SHOWS YEAGER (ARROW) BEFORE GETTING HAIRCUT FOR "HATE MARCH" THROUGH CITY STREETS

## PW PHOTOS STIR RECOGNITION AND MEMORIES

Looking at LIFE pictures, families find relatives  
while ex-soldiers recall the horrors of captivity

On May 11 LIFE published photographs, obtained from secret sources, of some of the first American soldiers captured in the early days of the Korean war. Many Americans in the U.S., studying the pictures eagerly and hopefully, thought they recognized members of their families or friends among the prisoners. A few could verify the identifications (pp. 48, 49). Going over the photographs, some former soldiers who appeared in them and are now in the U.S. could recall the nightmarish days of their captivity. Their accounts add new details to the story of American prisoners of war in the early months of the war.

Cpl. James W. Yeager, Pvt. John Toney and Pfc. Sylvester Volturo were among the prisoners who were forced by the Reds to march in the propaganda "hate parade" through Seoul. Captured in the last days of July 1950, Yeager was taken in a group of 60 prisoners to an abandoned church in nearby Hadong. There on July 29, he now reveals, U.S. planes, unaware of the prisoners inside, strafed the church and killed 21 of their American comrades. The

survivors, joined by other prisoners, started the bloody march north. Volturo and some of the other PWs, nearly starved, persuaded their Korean captors to let them lie on the ground and spell "food" with their bodies so U.S. Air Force planes would drop food. The planes did but the North Koreans took most of it.

At Seoul the men were put up in a schoolhouse, sleeping 60 or more to a room 16 x 11 feet. Eating rice, millet and fish soup, they became obsessed by thoughts of food. As a pastime, they drew pictures on the school blackboard of the foods they would like to eat when, and if, they got back. Toney had recurrent dreams of bacon and eggs, sometimes so vivid he had to wake up his buddy Yeager in the middle of the night and discuss bacon and eggs. The blackboard was otherwise used for the Communist indoctrination. The men had to take part in morning lectures, afternoon reading periods. The Communists, who later intensified their brainwashing technique (LIFE, May 25), were beginning their efforts to make converts even at that early stage of the war (p. 50).

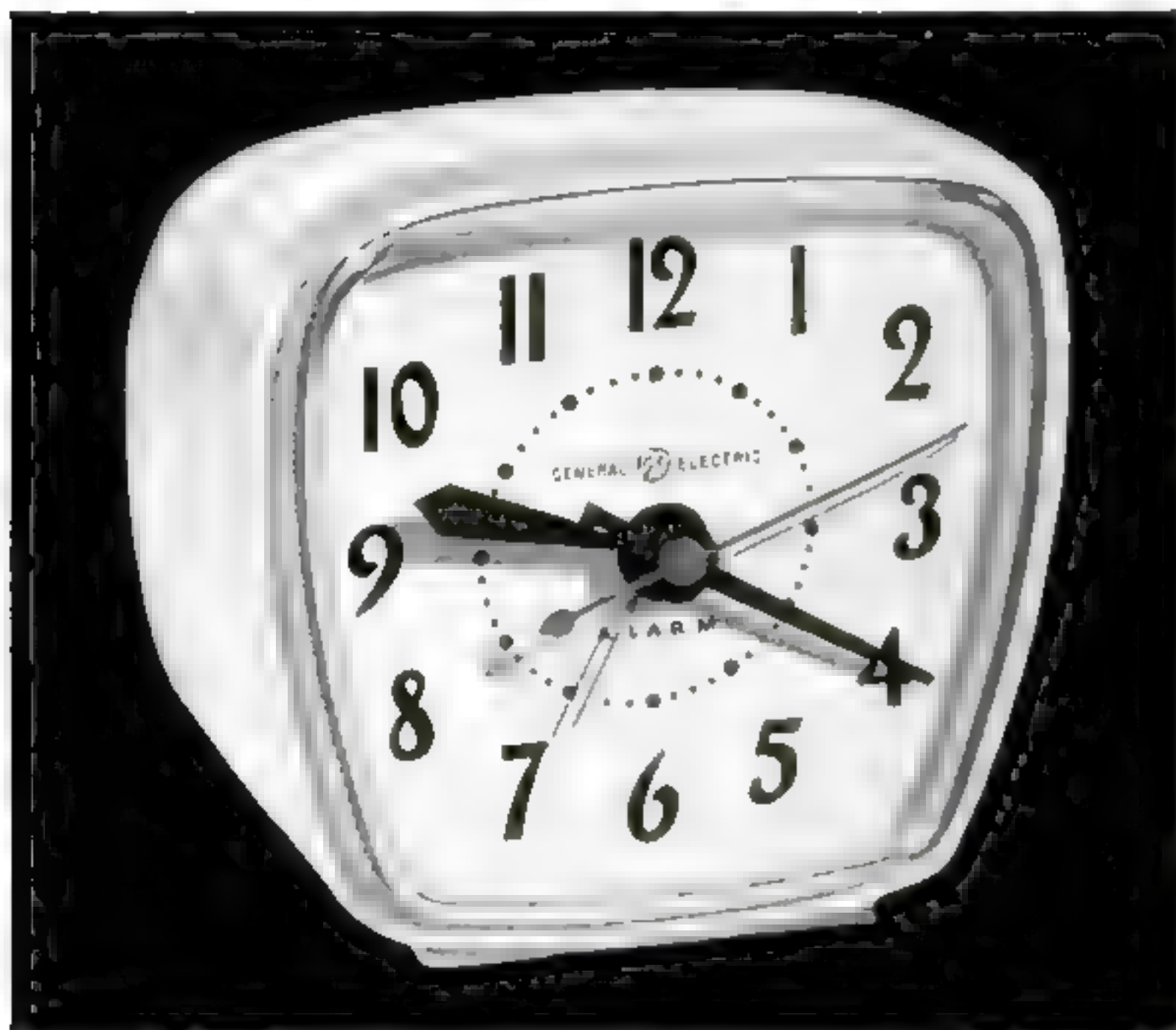


BACK IN WICHITA, Yeager sits with wife Nade and Linda, 7 months. He is a junior accountant.



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At a low, low price!



At no extra cost  
over "ticktock" clocks  
get quiet, accurate  
G-E time!

**\$3.98\***  
only

**Luminous model—\$4.98\***

On time all the time! G-E Electric Alarms never run fast . . . never run slow! Always accurate to the dot, because G-E Electric Clocks are timed by U. S. naval observatory settings via your electric power company.

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The perfect gift for June brides . . .  
a G-E Electric Clock . . . Alarms, Occasional models.

See them at your G-E dealer. From \$3.98\* to \$245.00\*

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PW Photos CONTINUED



**VOLTURO AND TONEY** came back to U.S. in late 1950, were released in 1951. Volturo is an insurance man in Oklahoma, Toney a Colorado farmer

## SOME SURVIVED A HATE MARCH AND A COMMUNIST MASSACRE

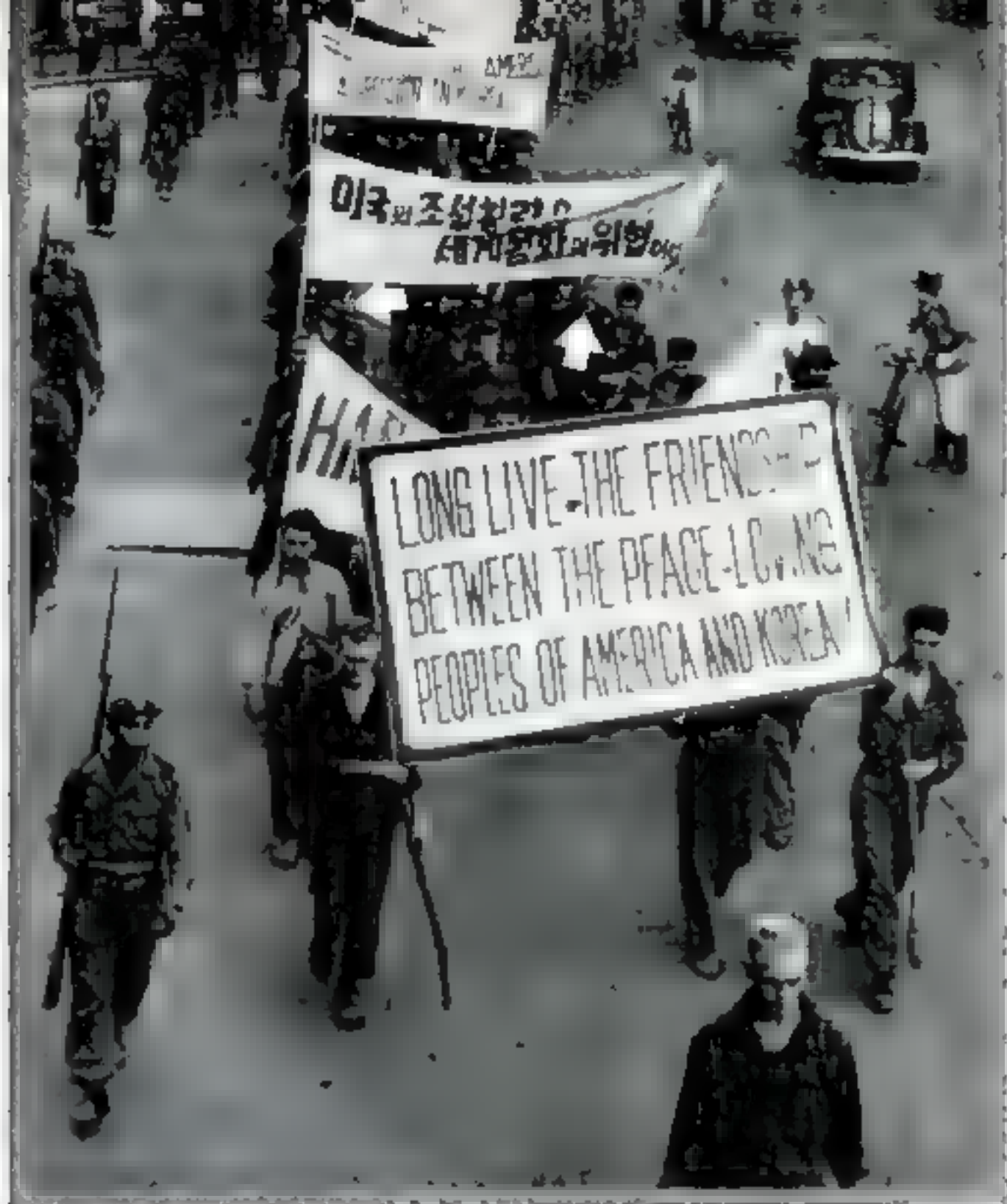
For Yeager, Toney and Volturo the "hate march" through Seoul's streets (top, opposite page) is an evil memory. The stronger U.S. prisoners were obliged to carry men too weak to stay on their feet. A man forced to carry a Red banner staggered and Toney had to grab the enemy flag. Back in the schoolhouse the prisoners had hardly got settled when word came that they were moving—the Americans were coming.

Beyond Pyongyang the PWs were put on a train moving north, and elements of the 1st Cavalry Division and 187th Airborne Regiment raced to rescue it, while the Air Force bombed the track ahead to slow it down. Finally, with the Americans near, the Koreans halted the train in Suncheon tunnel on Oct. 20. Some of the men were taken off the train. Soon those inside heard shots but thought nothing about it. Then, in groups of about 30, the men were taken into a field and told they were going to be given chow. They were commanded to sit down in three rows. Yeager was in the second row in one group, Toney behind him. "All of a sudden," Toney remembers, "the man in front of me yelled, 'My God, they're shooting us.'" The man fell bleeding and dying from a Korean guard's burp gun bullets, his body tumbling over Yeager and Toney. Toney was hit in the hip. Yeager and Volturo escaped unharmed. By lying quietly until the Korean guards left the three and some other Americans survived. They were able to stagger to a nearby village where, the next day, they were rescued by U.S. forces.



**OTHER IDENTIFIED PRISONERS** include Major Nugent (left), whose daughter recognized her father's German boots. Mother and wife dispute





RED "HATE PARADE" INCLUDES TONEY (LEFT ARROW), YEAGER (RIGHT)

Besides the three soldiers back in the U.S., several other Americans in the photographs were tentatively identified by buddies. But because the whereabouts of the men is uncertain or their families are unable to confirm identifications, *LIFE* is withholding their names. A few men, however, have been positively identified by families. Major Ambrose Nugent (bottom, opposite page) was instantly spotted by his daughter, Mrs. M. D. Shipman of Amarillo, Texas, even though she was shocked by how much grayer he looked than when she last saw him.

Two other PWs were recognized in the picture below. First Lieut. John J. Brockman of Tampa, Fla. (middle arrow) was identified by his wife and mother. "I'm positive that's Jack," said Brockman's mother. "He has dark curly hair and it gets kind of fouled up when it's long." Second Lieut. William F. Jester of Indianapolis (arrow at right) was also identified by his mother: "He is just as real as if he were standing here in front of us." The third man (arrow at far left) caused disagreement between his mother and his wife as to whether it was Captain Gordon V. Kuehner of West Hartford, Conn., a B-26 pilot whose family has had no word of him since he was missing in action Dec. 27, 1950. This date seems to indicate it is not Kuehner since the pictures were probably taken between July and September. Kuehner's wife agrees: "That's not my husband." But his mother, seeing the picture, steadfastly believed otherwise, exclaiming, "That's my baby."



whether arrow at left (above) identifies Captain Kuehner. Lieutenants Brockman and Jester (center and right arrows) were identified by their families.

CONTINUED ON NEXT PAGE



Only this one toilet tissue  
is fine and firm and soft  
—like Kleenex tissues

Just as you know there is only *one* Kleenex\*, so too you'll discover that of all *toilet tissues* new *Delsey*\* alone gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Ask for Delsey at your favorite store. If not on hand, have it ordered for you.



New Delsey comes "clean-cut."

No shredding, no waste with Delsey. It tears clean at a touch—lasts longer!

\*U. S. REG. U. S. PAT. OFF.



## THE CAPTAIN TALKED BACK

During indoctrination of U.S. prisoners at Seoul, Captain William Locke, of Enfield, N.C., became a memorable figure for his foolhardy rebuttals of the Communist teachers. "He would stand up time after time," Yeager recalls, "and deny a point made by a Red speaker . . . ing, 'You're crazy as hell.' We kept expecting them to kill Locke."

Locke, now a major with Tactical Air Command at Langley Air Force Base, Va., remembers some of the colloquies. "The Communists would talk about how people in the U.S. are forced to work for Wall Street capitalists. I would get up and explain how every man in the U.S. has an opportunity to raise his level, how nearly everyone has a car."

At first the teachers were patient with Locke, but as he persisted the patience faded. The superintendent of the school-prison, a man named Kim, had been around American soldiers in Seoul and was . . . swering his objections with such phrases as "stupid bastard."

Treatment grew steadily worse until one night, Locke recalls . . .

dozen officers and men were called out, and told all the Americans here would get good treatment, more food, good medical care if we would just make speeches. We decided to do it, for some of our men were getting in a really bad way. . . .

The Koreans wrote the speeches, the pitch being that the Americans should get out of Korea. Locke and the others had to give them in a class, then record them for broadcast. After that they started getting two leaf-sized leaves of food a day instead of one and actually get several pieces of meat to put in the soup. "This went on for a week," says Locke. "Then we were back in the same old place."

Later at Pyongyang Locke was offered a chance to escape with two other Americans. The rumor was that the Americans would be moved out to the Manchurian border. "I knew I would never make it," Locke explains. "My normal weight is 170 pounds. I was

down to 128. So I took the chance." Just before the column moved out, Locke and the two other Americans went through a trap door on the bottom floor of the schoolhouse where the Americans were kept. The floor was so close to the ground that they could not even crawl on their hands and knees. They had to lie down. They lay there for six days while two friendly North Koreans brought them potatoes and parched corn. On the sixth day the North Koreans told them the Americans were there. "We crawled out," Locke says. "I couldn't stand up for a minute, from lying down so long. Just folded. Then I got up. We walked down the street until we ran into some Americans."



**GIVING TALK,** Locke stands in front of "friendship" poster.



**FACING FELLOW PRISONERS,** Captain Locke calls on U.S. troops of Korea. Knowing it was a forced speech, the PWs listened in stolid silence.



The shine that keeps leather *alive*

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### A SPORTCHIEF JACKET

The ideal Fathers Day gift for Daddy or your favorite man. Famous CROWN yarn dyed plaid topped with genuine leather suede. A gift—always appreciated—always remembered. Price: \$24.95—and for a free gift write for our gold dipped Sport Chief Indian key chain.

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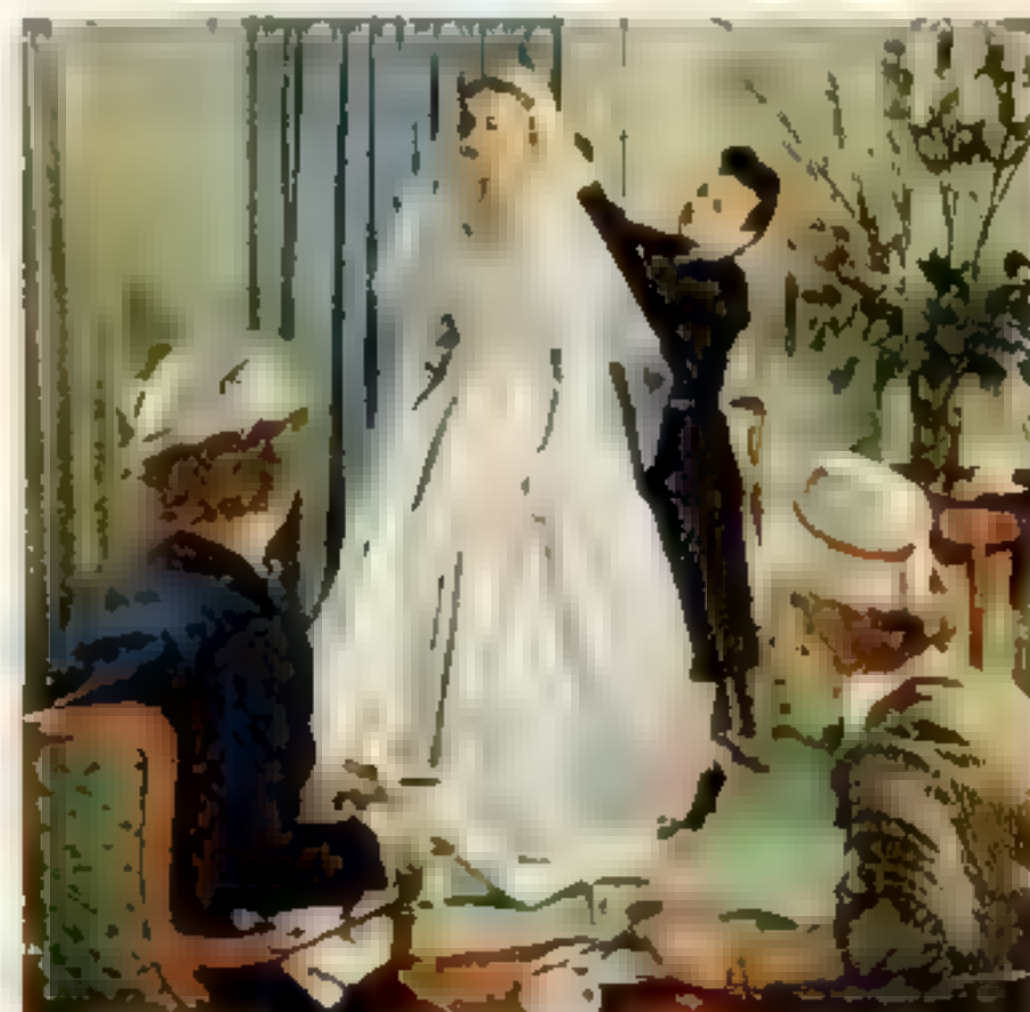


THINK BETTER!... In her celebrated salon, SOPHIE of SAKS FIFTH AVENUE designs a new wedding gown for this lucky June bride - and takes a "Coffee-break"! Clear thinking calls for coffee. Its pleasant lift helps keep your mind alert. When *you're* solving problems or making plans, give yourself a "Coffee-break."

—give  
yourself  
a  
"Coffee-break"!



WORK BETTER!... In the cutting room, the gown takes shape - and the cutters take a "Coffee-break"! Hard work seems easier when the coffee cups are filled. To help efficiency, make a "Coffee-break" part of your working day.



FEEL BETTER!... The first fitting is a wonderful moment - and coffee completes the scene. On every occasion, coffee is always welcome. Enjoy coffee's friendly flavor any hour of the day. Give yourself a "Coffee-break"!

Coffee always gives you a break!



# How to look (and feel) like a cool million

Here's your answer to Old Sol the Steamer

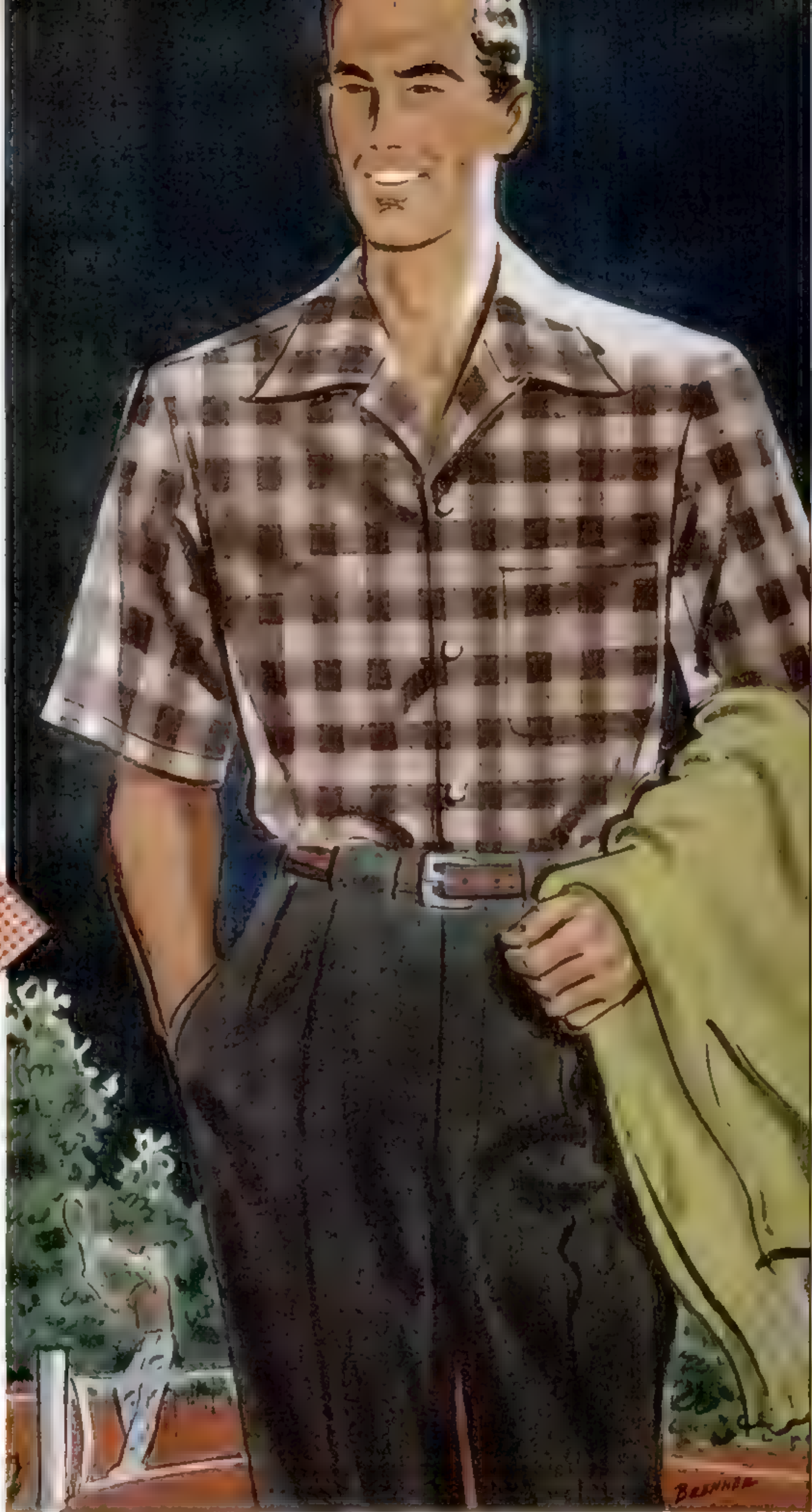
A neat, smart, *tissue-thin* fabric—  
tailored into sports shirts with all the  
wonderful Arrow features that are known  
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## Arrow tissue checks



Another smartly styled **ARROW SPORTS SHIRT**





AT A BORDER MARKED BY HAND-LETTERED SIGN ON SAWHORSE AND TRICOLORED FLAG, A TOURIST CROSSING NEW MEXICO STOPS FOR A "VISA" TO SOCORRO

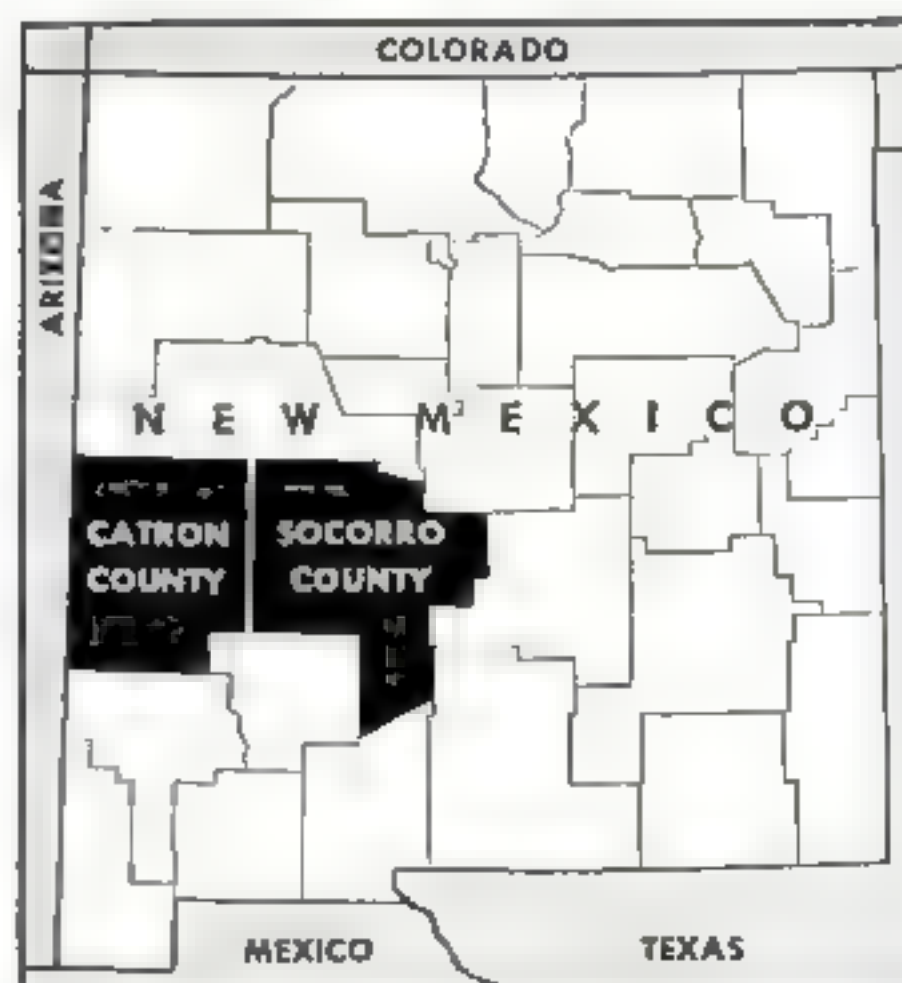
## SECESSION OF SOCORRO

A lawless New Mexico county claims it is not part of the U.S.

The people of Socorro County, N. Mex. have lived for many years according to their own rules. Cattle inspectors complained it was impossible to convict a rustler there. Local courts seemed to make their own laws. A county treasurer was acquitted on making off with public funds when his lawyer pointed out a bonding company had made good on the theft, and anyway the treasurer was spending the money right in the county. Recently a few disgusted citizens, digging back into the old laws to see whether they could straighten them out, found something they thought might give the county a new chance: Socorro had somehow escaped

all legal transfers from Spain to Mexico to the U.S. and presumably was a free state.

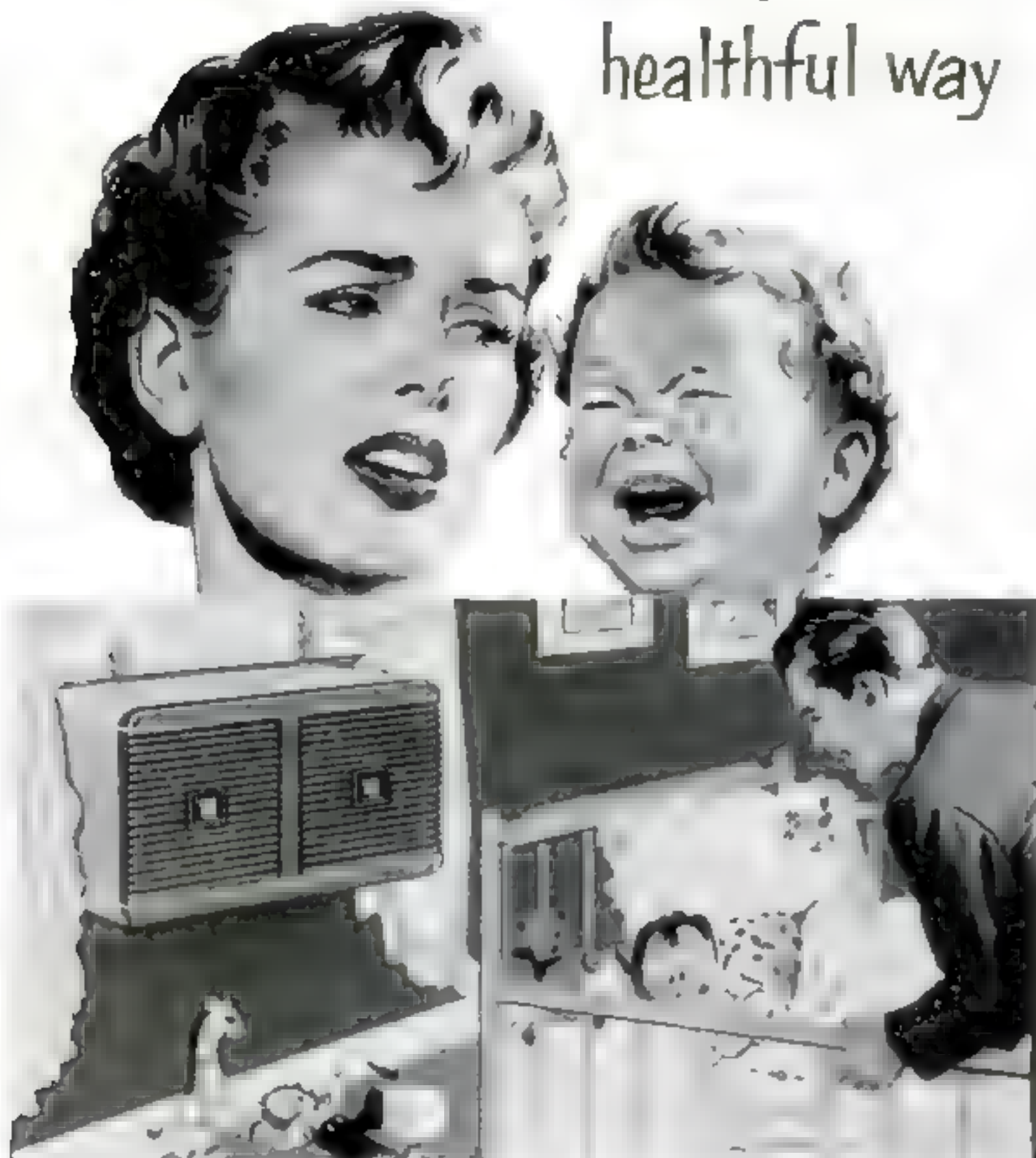
To help stir up civic indignation, a movement for formal secession was launched—a movement which quickly was converted into a comic opera publicity stunt. Socorro now has a port of entry (*above*), border patrolman and a professed confidence that the U. N. will intervene in case anyone makes trouble. As for the other nearby counties and a chunk of Arizona which were part of the original Spanish grant, Socorrans promise not to be greedy. "We don't want Arizona," said one citizen. "Half of it blows over here every spring anyway."



**FREE AREA** (in black), according to Socorrans, includes Socorro County, largest in New Mexico, and Catron, next largest. Catron remains loyal to U.S.



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\*Suggested list price...slightly higher in West.

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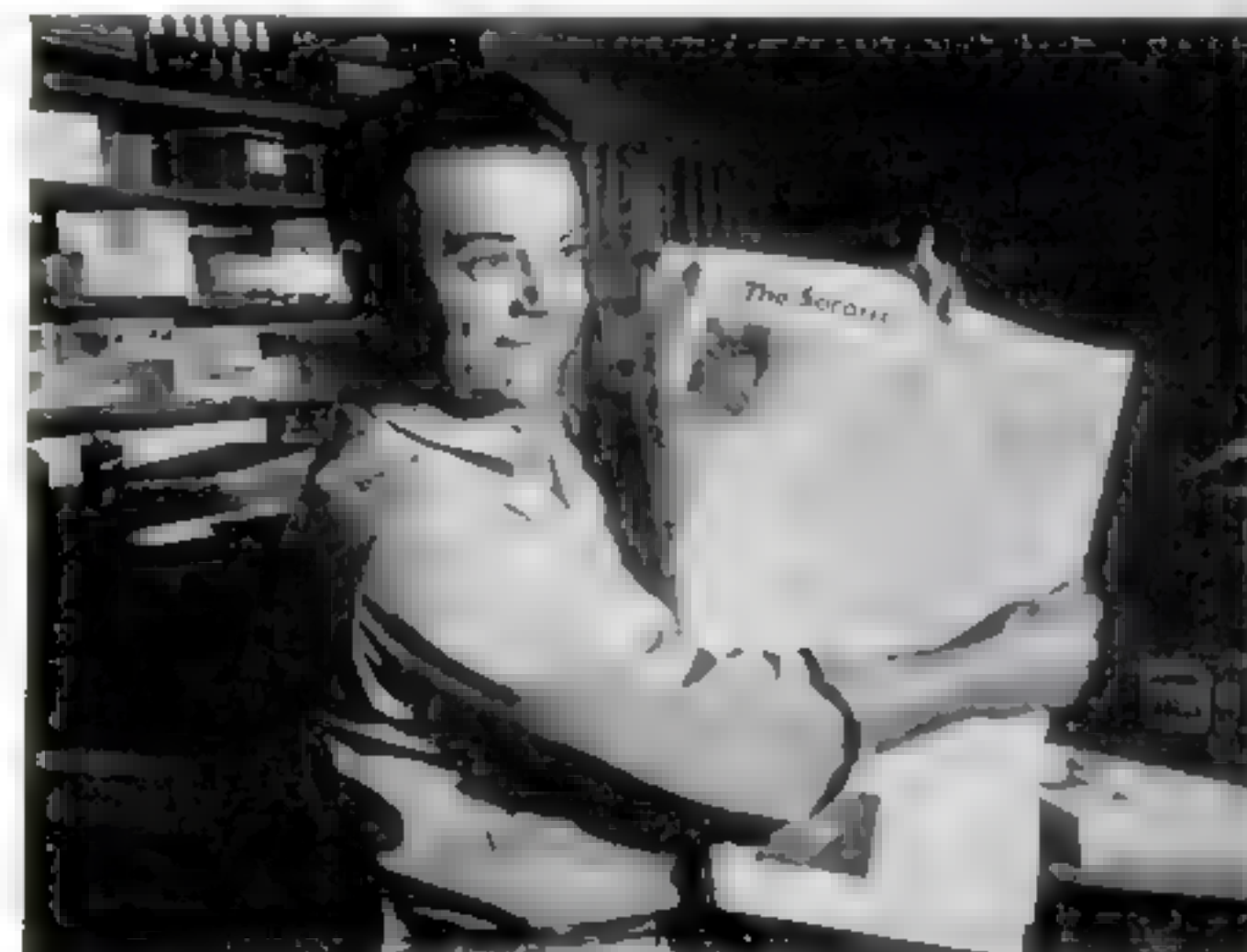
**SOCORRO** CONTINUED



**SALE FOR SOCORRANS** staged by a cooperating merchant promises big reductions come the new republic. U.S. currency is accepted as legal tender.



**TOAST TO SOCORRO** is drunk in beer by local leaders gathered in one of the temporary seat of government, picked for its name, the Capitol Bar.



**CRUSADING EDITOR** Edwin Stanton, an originator of the Socorro, displays his big story, adding, "We'd like to get some Marshall Plan aid."

CONTINUED ON PAGE 56



# SUITCASE ROCK

**U. S. Oilmen Drilled  
17,714 Dry Holes in 1952—  
Yet Found More Oil  
Than The Nation Used**

Oilmen call it "suitcase rock," because when they hit it they know there's no chance of finding oil with this particular well. They have drilled a dry hole and might as well pack up and move on.

Last year, during the greatest oil search in history, oilmen spent huge sums in drilling 17,714 dry holes. Yet, by expanding known fields and exploring entirely new wildcat areas, they found more oil in the U. S. than the nation used.

To find this amount of oil involves risks unparalleled in any other business. Can you imagine a businessman who has to build *nine* factories before he gets *one* that produces goods? Of course not. But that's what the men who drill for oil must do because the odds against bringing in a successful oil well in a promising but unproven area are 8 to 1—*eight costly dry holes for every single producer.*

Yet, year after year, America's privately-managed oil businesses find more oil in the U. S. than America uses. As long as the chance to earn a profit exists, the men who compete in the search for oil will invest money, plow back earnings and take risks to assure you of ample oil supplies.

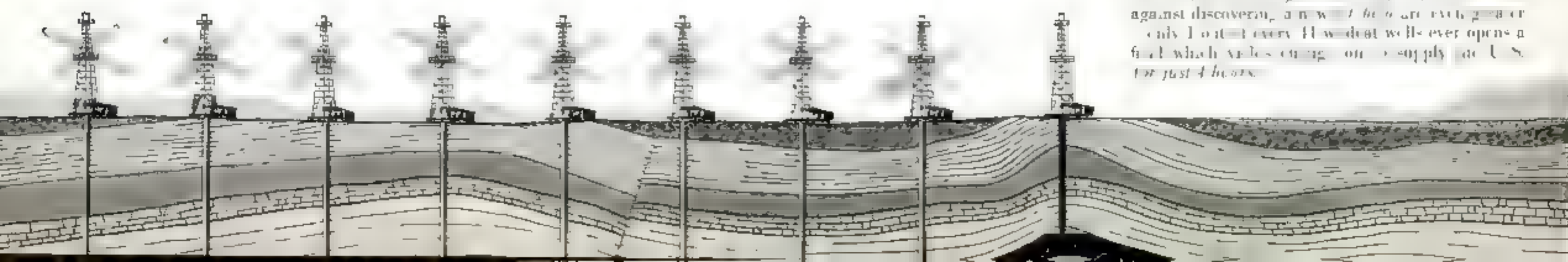
**For a free booklet, "Searching for Oil—The Gamble That Pays Off For You,"** write to the Oil Industry Information Committee, Box 115,

**AMERICAN PETROLEUM INSTITUTE,  
50 West 50th St., New York 20, N. Y.**



**"SUITCASE ROCK" MEANS MOVE ON** and try again. These oilmen have just drilled a dry hole (Ø marks the spot) in West Texas. But they won't quit. This photograph, taken from a Bell Helicopter, shows them "skulldag" their rig to a new location where they'll try again. This persistence in the face of big risks is one important reason why America's oilmen continue to find more oil than the nation uses.

## WHY SEARCHING FOR OIL IS SUCH A RISKY BUSINESS



Only 1 out of every 9 wells drilled in a prospect but unproven area ever turns out to be a successful producer. The other eight are costly dry holes. Odds against discovering a new well that will ever open a field which yields enough oil to supply the U. S. for just 4 hours.

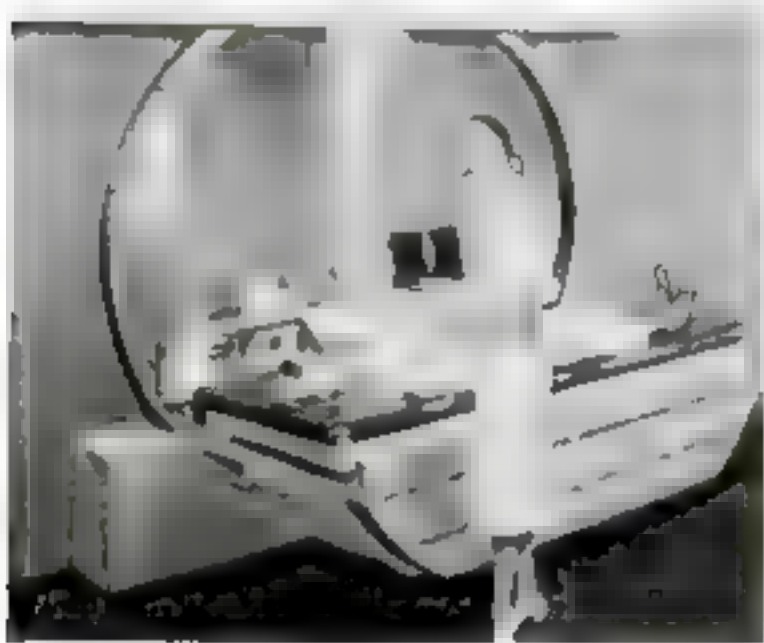




Room and board



Operations



X-rays



Drugs, dressings

## If you had to go to the hospital today— where would the money come from to pay the bills?

Maybe you ought to be thinking about "Where?" right now.

What answer can you make? Out of money you have in the bank—the money it took you so long to save?

Or, you might say, "I'll borrow it!" But that may mean a long period of "doing without" while paying back the loan.

How wonderful it would be if you could answer "Where would the money come from?" by saying "From my Hartford Family Hospital Expense Policy!"

Then you may go to any hospital you please and your policy pays the bills—right up to the limits specified when you took it out.

Bills for room and board (including your wife's maternity confinements), medicines and drugs, X-ray examinations, laboratory tests, anaesthetics and other special hospital services; bills for surgery; bills for emergency treatment of accidental injuries.

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Plus the fact that you're covered by the Hartford Accident and Indemnity Company, an institution whose record of fair dealing is well-known the country over.

See your local Hartford Accident and Indemnity Agent, or your own insurance broker right away. Even if you have a policy now, check up on the advantages of this new policy of the Hartford's. Simply write and ask us "Please tell me more."



Year in and year out you'll do well with the

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SOCORRO CONTINUED

## STATESMAN FOR THE NEW STATE



**LIKELY LEADER** of the new Socorro Independent Party, direct descendant of an original holder of Spanish land grant which gives rise to independence movement. Political leader who has represented Socorro in New Mexico's legislature and been addressed by the





THROUGH THE AGES,  
milk plays no favorites. It  
helps children *grow* . . . helps  
grown-ups *go* . . . because it is  
nature's one most complete  
food. Make milk a *daily habit*  
with you. You'll do better,  
feel better, in the long run.



You  
never  
outgrow  
your  
need  
for  
Milk!

A FACT OF GROWING IMPORTANCE: milk  
and other dairy foods are far and away your best  
buys. Here's why: They are 30% of all the food you  
eat, yet cost only 15% of your food dollars!



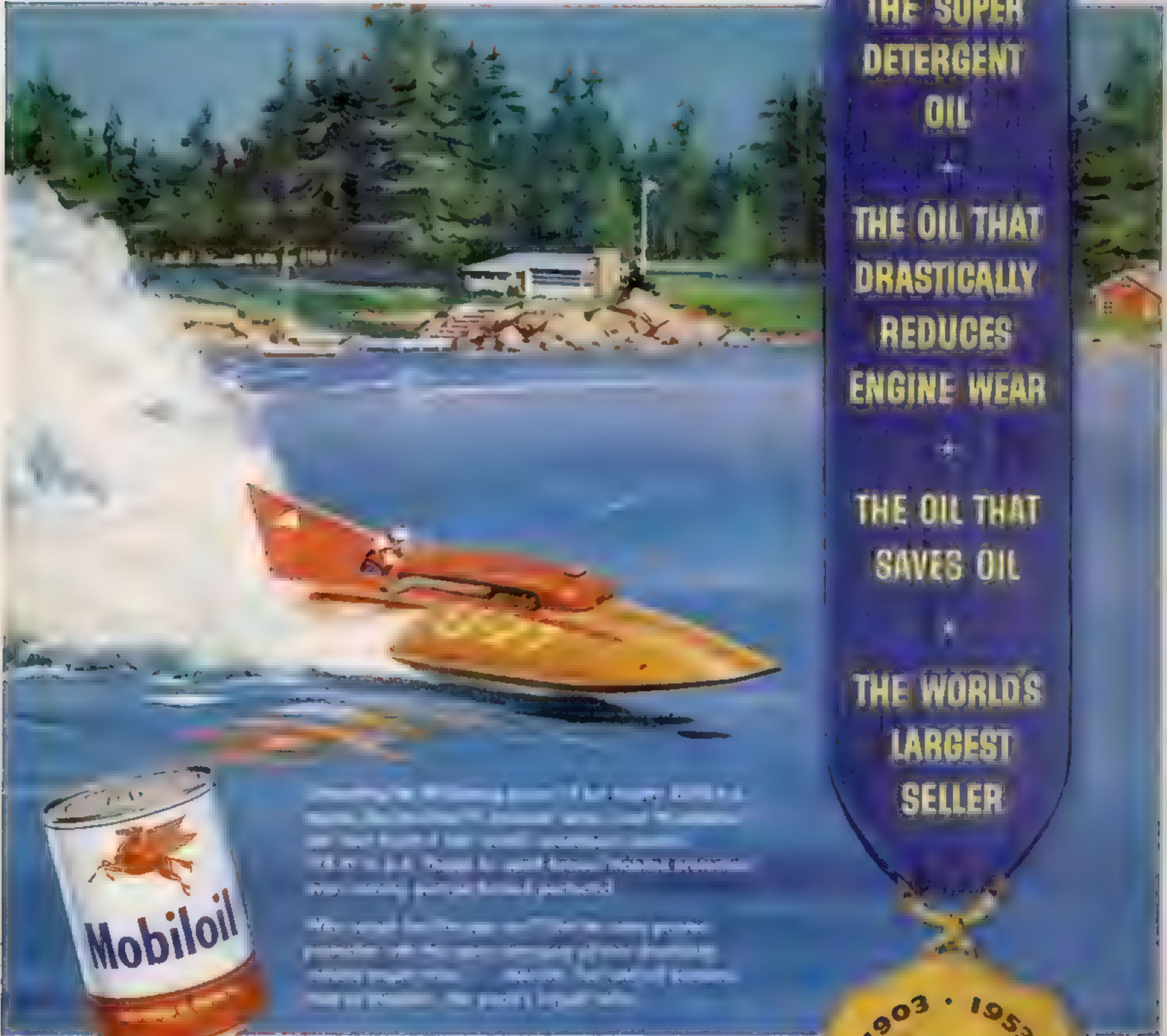
AMERICAN DAIRY ASSOCIATION  
"Voice of the Dairy Farmer"  
20 N. Wacker Drive Building, Chicago 6, Illinois

"June is dairy month"



# PROTECTION

FOR "SLO-MO-SHUN"!



THE SUPER  
DETERGENT  
OIL

THE OIL THAT  
DRASTICALLY  
REDUCES  
ENGINE WEAR

THE OIL THAT  
SAVES OIL

THE WORLD'S  
LARGEST  
SELLER



Mobil Oil Under API Classification, recommended \* For Services ML, MM, MS, DG

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SOCIOBY VACUUM OIL COMPANY, INC. and AFFILIATES, MAJOR U.S. PETROLEUM CO., GENERAL PETROLEUM CORP.



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## ATOMIC DEATH AT DAWN

'Split Second' is a gangster drama played out in Nevada desert under the threat of nuclear fission

In the RKO thriller *Split Second* an escaped convict kidnaps a group of people and holds them under guard in a desert shack for a night, during which some turn out to be courageous and some cowardly. Both plot and characters show considerable kinship to those of 1936's *Petrified Forest*. But *Split Second* has its own grisly up-to-datences. The desert shack

is one marked out for destruction during an A-bomb test in Nevada. And the movie, directed by ex-crooner Dick Powell (p. 62), works up a creditable degree of suspense as the clock ticks on to Zero Hour at dawn, when the sun is blotted out by a blinding flash, the bad people are blown to smithereens and the good ones (below) saved by a providential descent into a lead mine.



THE FOUR SURVIVORS Huddle together in their lead-mine refuge as atomic bomb blast turns the desert outside into a radioactive inferno

CONTINUED ON NEXT PAGE



*"You're headed for trouble  
if you neglect your car's Oil Filter!"*

—says **PHIL RIZZUTO**,  
famous New York Yankees  
shortstop and sports car enthusiast.

**Cars are his hobby!** "Scooter"  
Rizzuto keeps his jaunty little  
sports car and his "family bus"  
in top mechanical condition at  
all times. "And that means I  
keep Purolator Oil Filters on  
the job," says Phil; "I know  
they help hold down  
costly engine  
repairs."



5000 miles or less of normal driving may  
clog your oil filter with road dust, hard  
carbon and sludge, so it can't trap any more  
of that dangerous stuff out of engine oil.



Abrasives and sludge which a clogged filter  
can't trap out of oil stream can damage  
delicate engine parts—lead to costly repairs.  
Better get in a new Purolator\* Refill—fast!



Purolator works like filter tip of a cigarette.  
Filter tip traps nicotine and tars out of the  
smoke, Purolator traps abrasives and sludge  
out of the oil stream.



Saves you money on repairs... by keeping  
your engine running cleaner, smoother, longer.  
Purolator is specified on more makes of cars  
than any other oil filter.

**SEE YOUR SERVICE MAN TODAY...**  
he'll put in a clean, new Purolator Mi-  
cronic\*. Purolator Refills come in a full  
range of sizes. There's one engineered  
for your car. Takes  
just a few minutes  
to put in. Costs as  
little as \$1.60. It's  
low-cost insurance  
against high-cost  
engine repairs.

CHECK YOUR OIL FILTER  
EVERY TIME YOU  
CHANGE YOUR OIL

**PurOlator**  
World's finest OIL FILTER

\*Reg. U. S. Pat. Off.

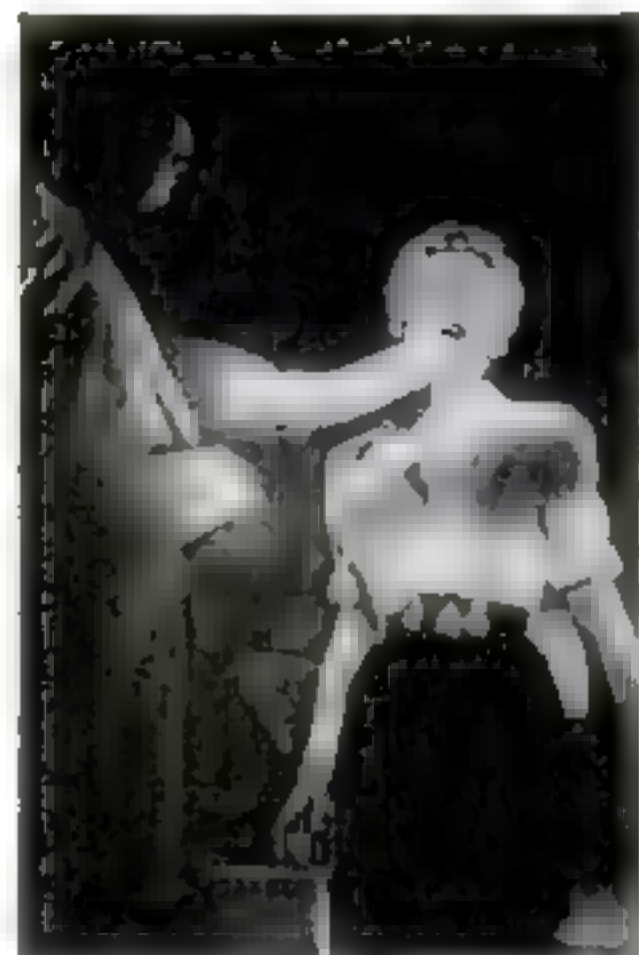
'Split Second' CONTINUED



**OPERATION** under duress is per-  
formed in a dark desert shack by a  
threatened doctor to remove bullet  
from one of the escaped convicts.



**A RICH GIRL** (Alexis Smith)  
throws herself at convict (Stephen  
McNally) because she wants at all  
costs to be saved before explosion.



**A POOR GIRL** (Jan Sterling) is  
made of better stuff. She tries to  
knife the convict and gets violently  
socked for gallant attempt (right).

**GETAWAY** is made by the gang-  
sters and the rich girl, leaving the  
others behind, apparently certain  
to fall victims to the atomic blast.



CONTINUED ON PAGE 57





*to look at ease*

*feel at ease*



Midway®



Over-Knee®



Loop®

**wear the one-and-only**

**underwear**

BRAND



**Play or work . . .** it doesn't matter. Because in any situation, you look at ease when you feel at ease. And you get that easy, poised, self-confident feeling when you wear snug, smooth-fitting Jockey Shorts.

**They do something** for you . . . the 13 separate contoured pieces are tailored to fit you everywhere! Special heat-resistant rubber in the waistband stays lively longer! Jockey's exclusive angled front opening is most convenient, won't gap! Exclusive strip rubber at the leg openings of Jockey Shorts won't sag or bind!

**So feel at ease . . .** be at ease . . . in Jockey brand Underwear. And be sure it's Jockey... imitations won't do!

MADE BY

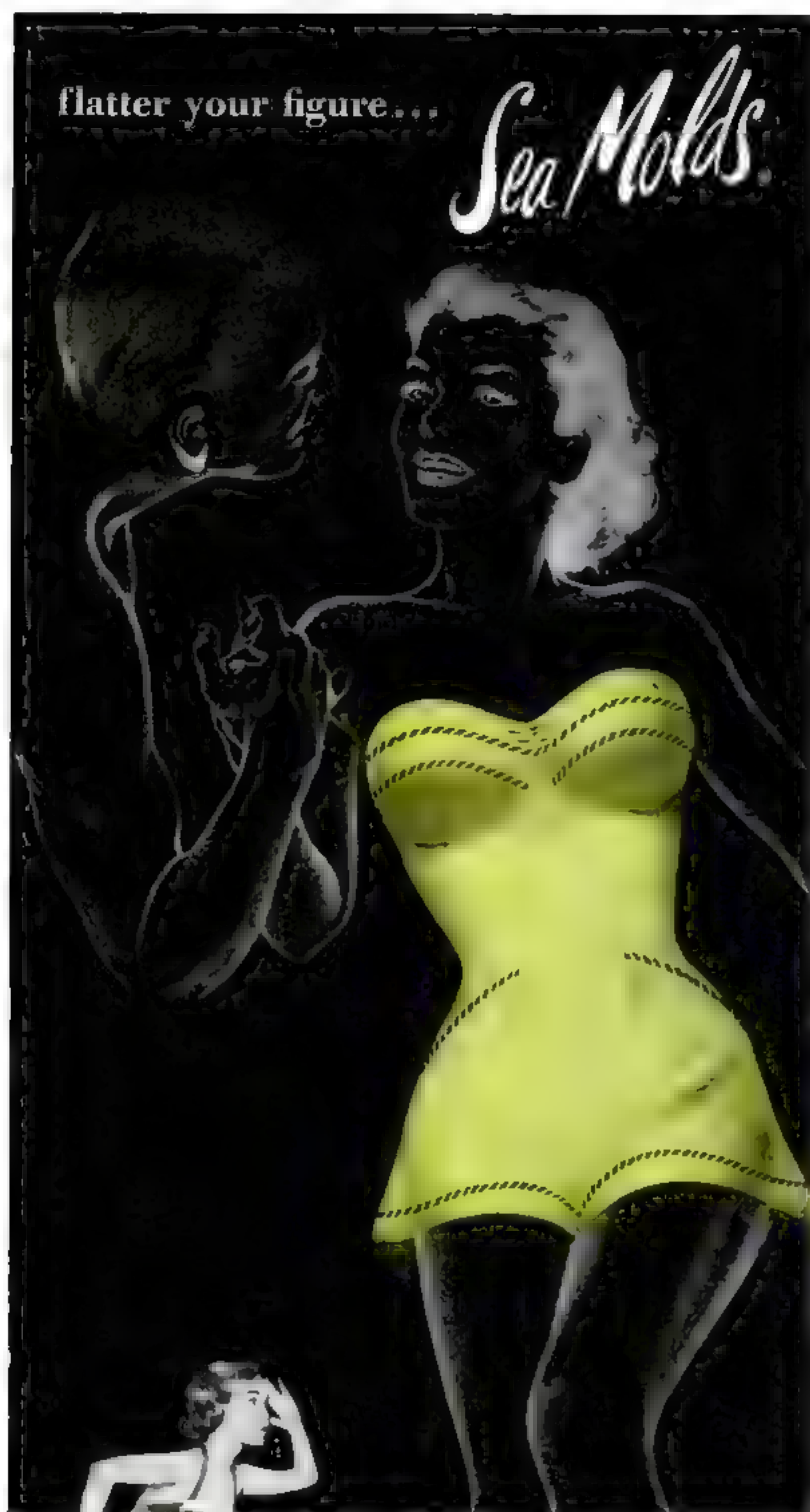
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*follow through . . . wear  
matching Jockey Contoured Undershirts*



All the world wears Jockey! Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada—J. R. Moodie Company, Limited; Australia—Speedo Knitwear Mills; British Isles—Lyle & Scott; New Zealand—Lyle, Walker, Wodkin; Switzerland—Hummel; France—Vardier; Colombia—Vercara, SGA; Italy—Soci; Denmark—Taco; So. Africa—Nelson & Lester; Germany—Valep





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in the most exciting Swimsuits you'll see in '53.

Functional and feminine . . . SeaMolds glamorize your  
curves, minimize bulges. Flexees . . . famous for fine  
bra-and-girdle fashions . . . employs

all its figure-flattering skills to  
praise your every curve! Have  
two or three Seamolds for a  
versatile swim-sun wardrobe!

\$12.95 • \$15.95 • \$18.95

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At better stores. For stores near you write Flexees, Inc., Dept. LI, 417 Fifth Ave., New York 16

'Split Second' CONTINUED

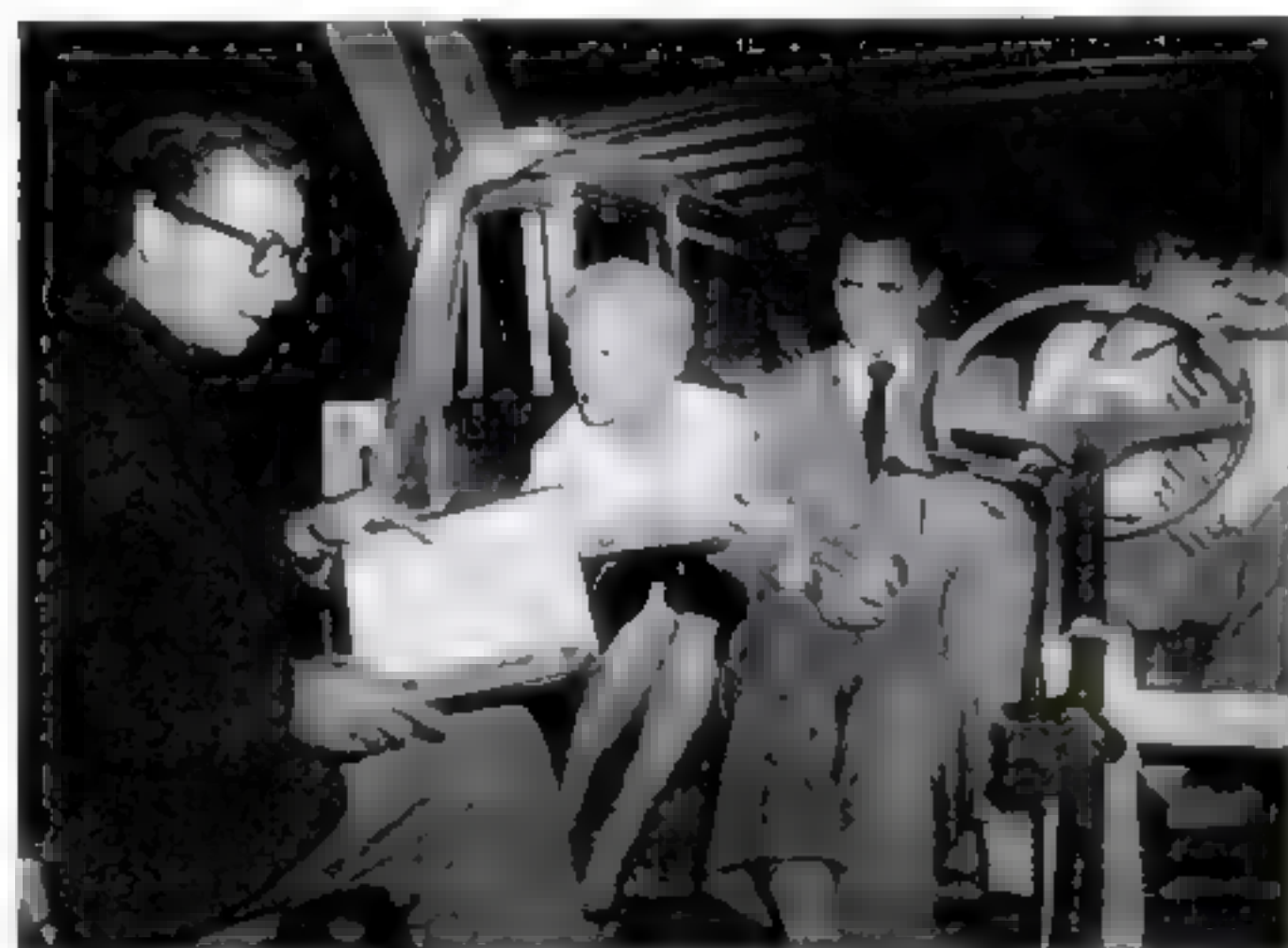
## POWELL'S PROGRESS



**AS CROONER** Dick Powell was a baby faced charmer who played a West Point Cadet in the musical film *Flirtation Walk* (1933), with Ruby Keeler.



**AS TOUGH GUY** a transformed Powell went in for brutally dramatic roles, as in this scene from *Cornered* (1945) in which he is being strangled by a Nazi.



**AS DIRECTOR** Powell looks properly professional with horn-rimmed spectacles and script as he coaches players for an automobile ride in *Split Second*.



## ARCHITECTURE



**DOMELESS** Ford Rotunda let in weather, making space beneath unfit for 50th anniversary displays.

# TAPE, PLASTIC AND ALUMINUM

## Ford builds a 'geodesic dome'

For its 50th anniversary the Ford Motor Co. longed to enclose the open center section of its famed Rotunda near the River Rouge plant for display purposes. But it discovered that the structure, equivalent to 10 stories in height, was not designed to carry the crushing weight of 320,000 pounds of a conventional dome. In this situation Ford turned to an architect-scientist-engineer-philosopher named R. Buckminster Fuller, whose previous super-technological creations included a Dymaxion house, which was a round aluminum shell, and a three-wheeled Dymaxion car.

For Ford, Fuller turned out the first commercial application of his newest creation, the "geodesic dome," which by an inspired mixture of aluminum, Scotch tape and translucent plastic got the weight down to 18,000 pounds. While steel domes run up to 40 pounds per square foot, Fuller's dome was only 1½ pounds, and 200 men standing around its edges could lift it up. His dome, Super-Technologist Fuller believes, can be used as a practical cover for anybody or anything, costs less than conventional structures yet is more resistant to such disturbances as weather and atomic bombs.



**DOME'S** rotunda, with Fuller's geodesic creation in place, affords total protection for Ford displays.



**SWARMING OVER** the top of the dome, workers begin the final step of covering it with translucent

plastic skins which will convert the thousands of joined aluminum triangles into a full-fledged roof.

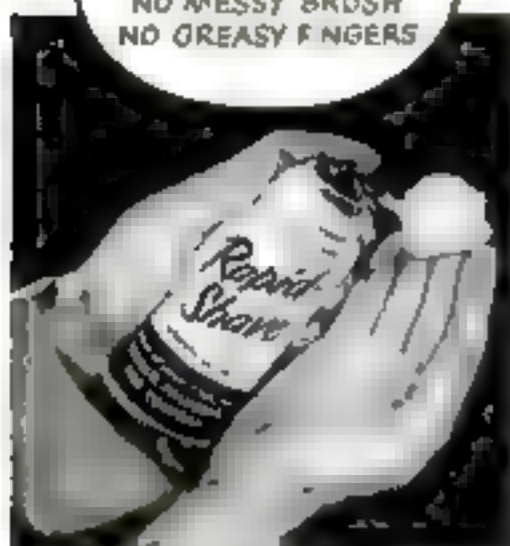


# OUTSHAVES ANY LATHER OR BRUSHLESS CREAM



**FASTER!**

INSTANT LATHER,  
NO MESSY BRUSH,  
NO GREASY FINGERS



**SMOOTHER!**

GLIDES EASY  
SHAVES CLOSE  
AND CLEAN



**CLEANER!**

NO RAZOR CLOG  
RINSES INSTANTLY  
FASTER CLEAN-UP



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BRUSHLESS CREAM AGAIN!**

**RAPID-SHAVE** outshaves any old fashioned lather or brushless cream—because no lather or brushless gives you all these big advantages!

**QUICKER AND EASIER!** Just press the button and—whish! instant lather! Richest, thickest, creamiest lather you've ever known!

**TAKES THE FIGHT OUT OF WHISKERS IN SECONDS!** Yet with all its advantages over old-fashioned lather and brushless creams, it's only 79¢ a can. For the shave of your life—get **RAPID-SHAVE** today!

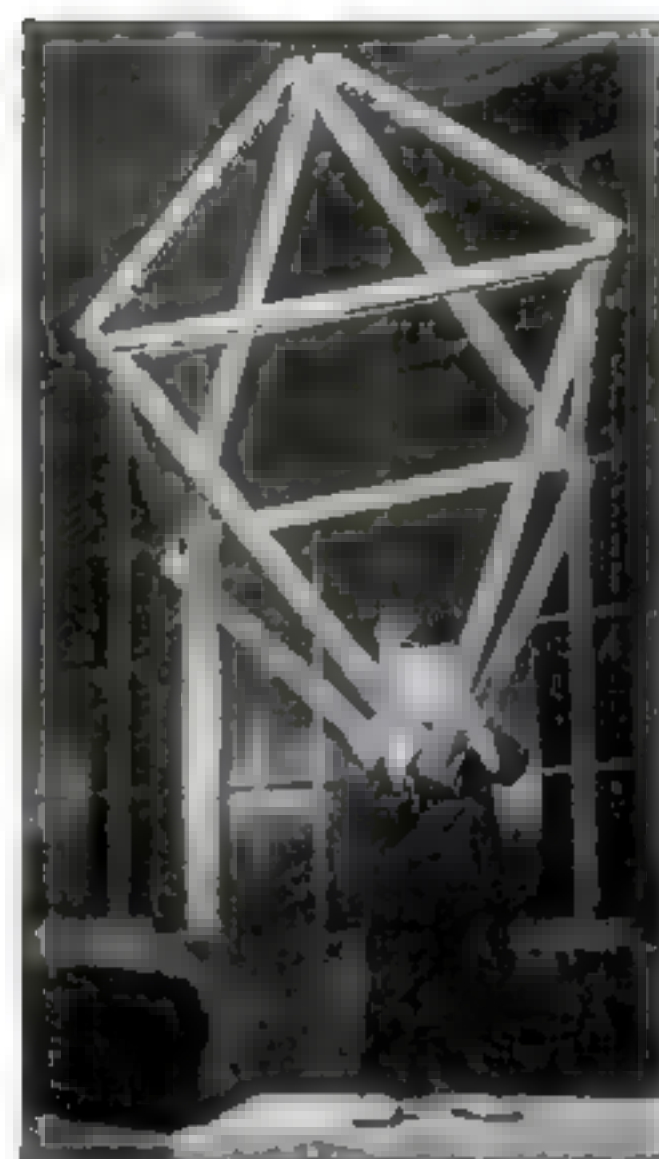
MORE THAN  
70 SUPER  
SHAVES—  
ONLY 79¢



Ford Dome CONTINUED



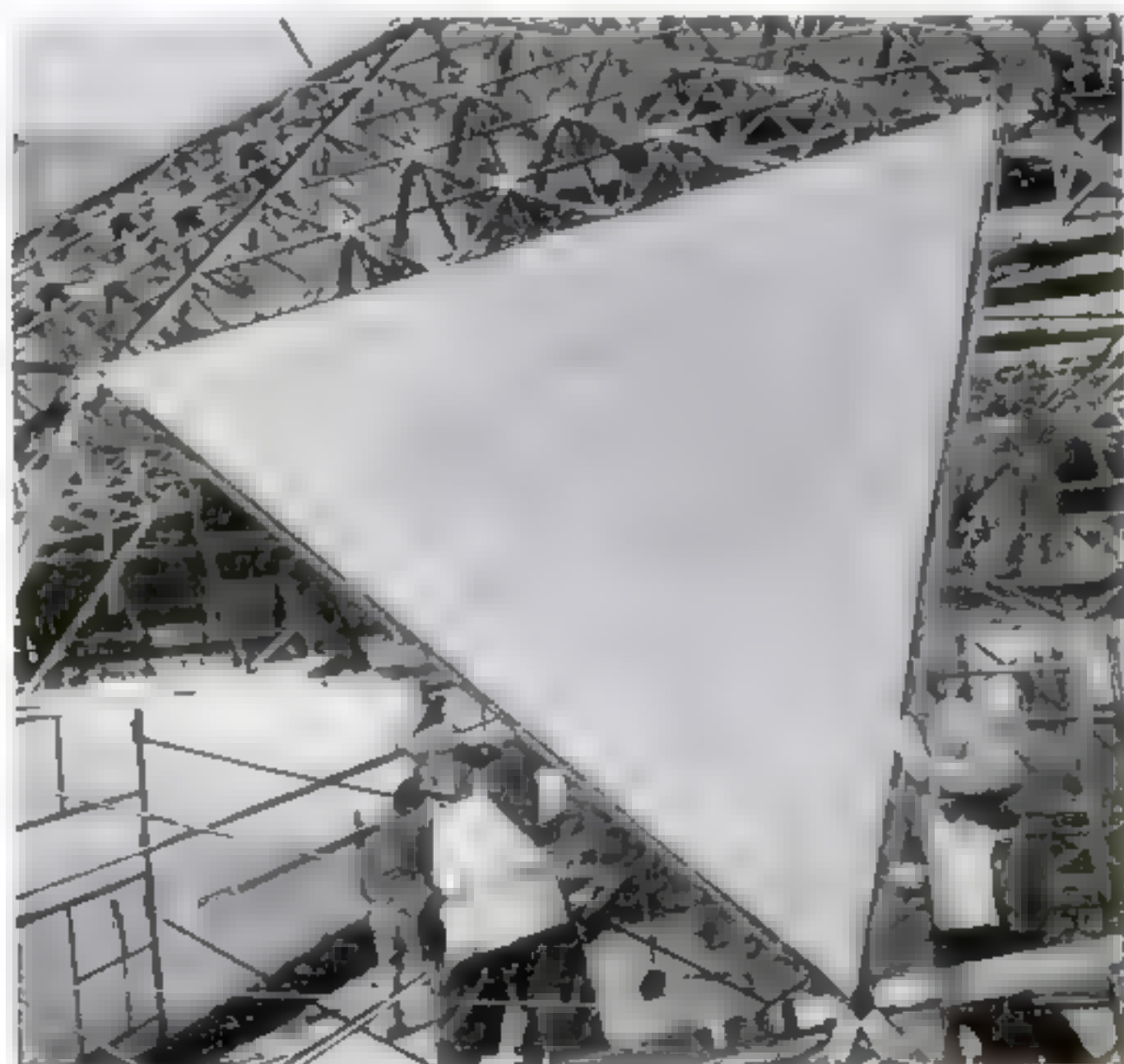
**TRIANGLE** consists of three aluminum struts of five ounces each.



**OCTAHEDRON** formed by four triangles can be carried by a boy.

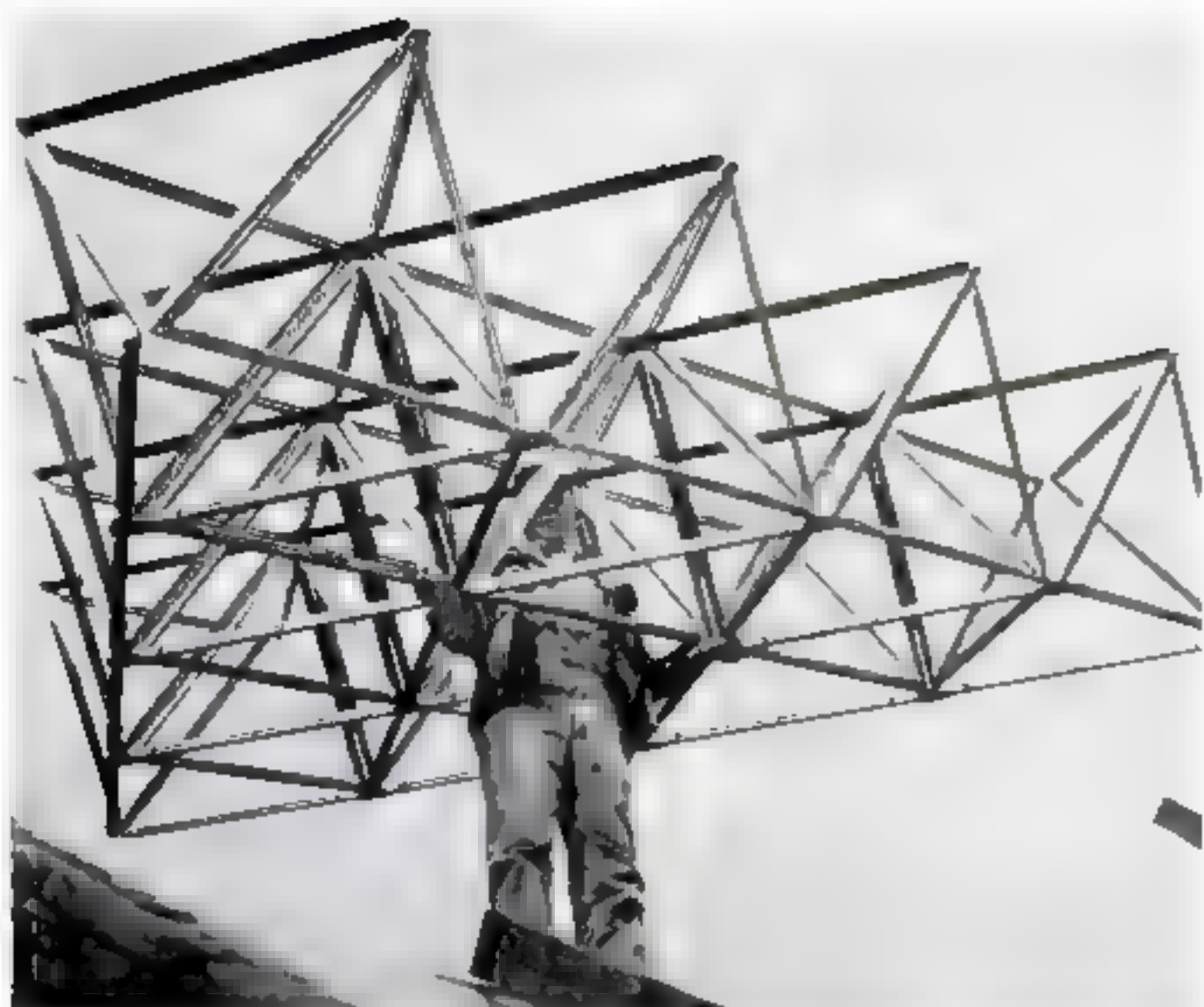


**SPREADING DOME** starts to form as the trusses are fitted in place. They were held in place by aluminum beams and were put on as fast as 40 a day.



**PLASTIC SKIN** fitted over struts is checked by workmen. Skin lets through light, nevertheless is strong enough to withstand severe rain and hailstorms.





**TRUSS** consisting of 10 octahedra which are cold-riveted together is also approximately triangular and is still light enough to be carried by one man.

## HOW THE DOME IS PUT TOGETHER

The basic unit of the Fuller dome is a three-foot aluminum strut weighing a trifling five ounces. Each strut is banded with three pieces of colored Scotch tape. Workmen can put the struts together simply by matching colors. The construction steps are shown in the pictures on these pages, starting across the top, then going down the side. Three of the struts are riveted together into a triangle, four of these triangles then fitted together to form an octahedron, then 10 octahedra riveted together to form a truss. Though about 12 feet on a side, a truss was still light enough to be carried by one man.

The dome, whose strength comes from the spherical triangles which distribute stress evenly over the entire surface, was put together with the effect of an umbrella being made. The trusses were attached around a vertical shaft in the Rotunda, then pushed up by hydraulic jacks. After the dome structure was placed on a masonry ledge, it was covered with translucent plastic. Despite delays from shortages the lightness of the materials the workers used enabled them to finish Fuller's latest wonder, of 160 trusses and 19,680 struts, with their strips of red, blue, yellow, green, orange and black Scotch tape still on them (and with 160,000 aluminum rivets and seven steel bolts) in 42 days.



**HYDRAULIC JACKS** were used to lift dome structure as successive rings of trusses were added, then to lower dome onto its permanent masonry ledge.

CONTINUED ON NEXT PAGE

*Symbol of the West!*

# Lee Riders

(Cowboy Pants and Jackets)

**Favorites of Millions  
Coast to Coast**



**FOR VACATION**



**FOR HOBBIES  
AND WORK**

**SEE A RODEO!**

America's most  
thrilling entertainment

**CASEY TIBBS**, (in photo), World's Champion  
Saddle Bronc Rider, prefers Lee Riders. You'll  
like their rugged good looks, too — and remem-  
ber, they're *Sanforized!*



**THE H. D. LEE COMPANY**

General Offices: Kansas City, Mo.  
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**Lee**

Look for this  
branded cowhide label



AFTER SHAVING



## Cool on the face!

Cooooolest finishing touch to every summer shave . . . Mennen Talcum for Men! Neutral tint won't show on your face, but it helps cover nicks and blemishes, and *dims face shine!*

AFTER BATHING



## Cool all over!

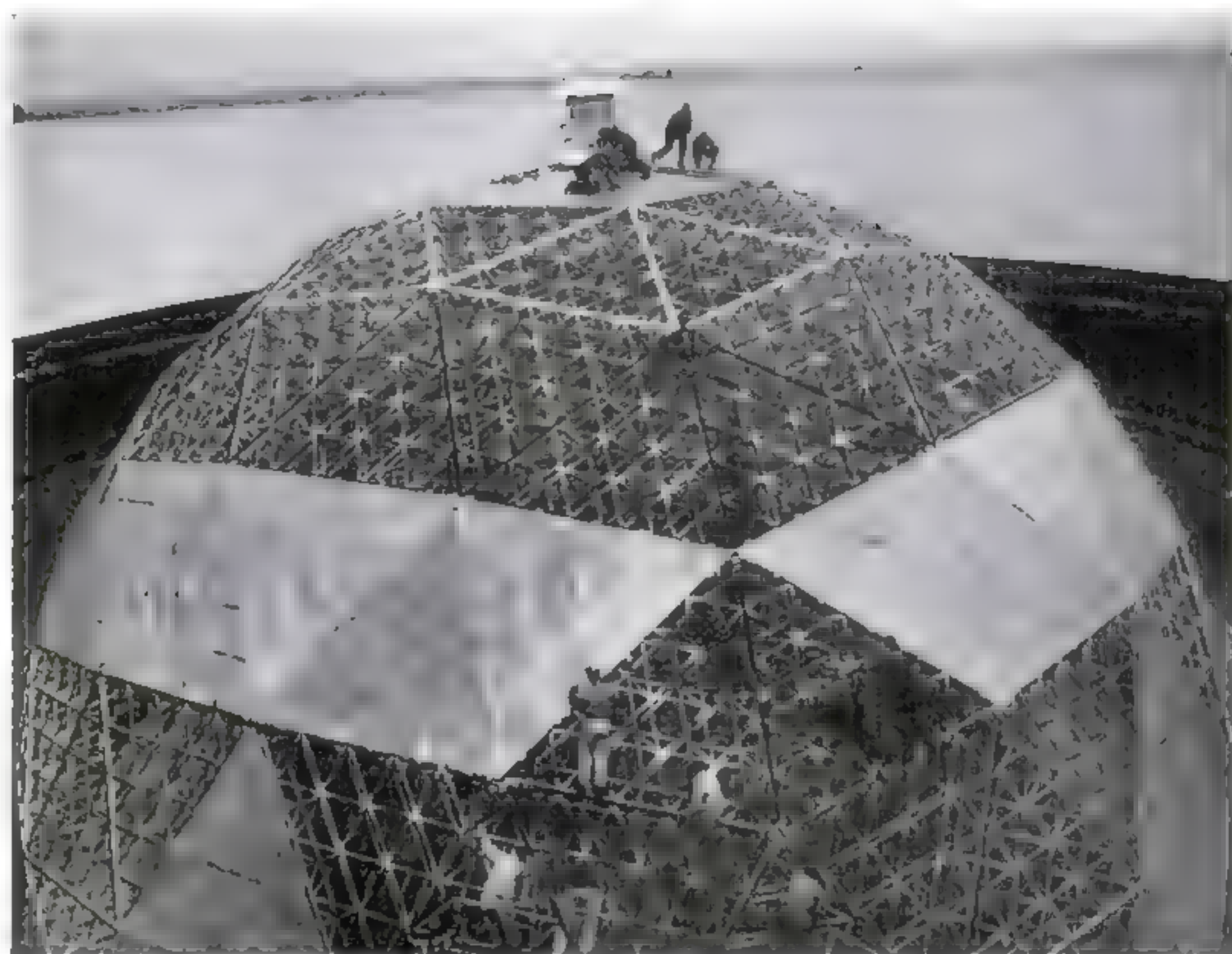
After bath, shower, or swim, dust the body with Mennen Talc. Helps keep you dry, comfortable, chafe-free, and *cool!* Finest imported Italian talc, micropulverized for fineness.

*Dims face shine  
Eases body chafe*



Largest-selling men's talc in America

Ford Dome CONTINUED



**OUTSIDE** dome, workers begin the final step of stretching translucent plastic skins over the aluminum trusses. Dome structure is topped by a stainless steel ventilator.

**INSIDE** dome, Designer Fuller stands beneath his geodesic creation, which rests on masonry ledge. Plaques represent basic industries which contribute to auto industry.







## A good time to remember

It's our guess none of these men could recall the date this picture was taken: Saturday, June 7, 1952. But you can bet all of them still remember the charcoal-broiled steaks, the friendly company, and the wonderfully smooth and mellow whiskey.

Imperial (on the table above, next to Hiram Walker's Distilled London Dry Gin) is a whiskey for you to keep in mind, too—for all

the good times *you're* planning this summer. Hiram Walker makes it, so skillfully and carefully that people like you have made Imperial one of America's very largest selling whiskies.

Sample it, and we think you'll discover that almost any time is a good time to remember Imperial.

## Just tell the man you want IMPERIAL

BLENDED WHISKEY, 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. WALKER'S GIN IS 90 PROOF. DISTILLED FROM 100% AMERICAN GRAIN. HIRAM WALKER & SONS INC., PEORIA, ILL.



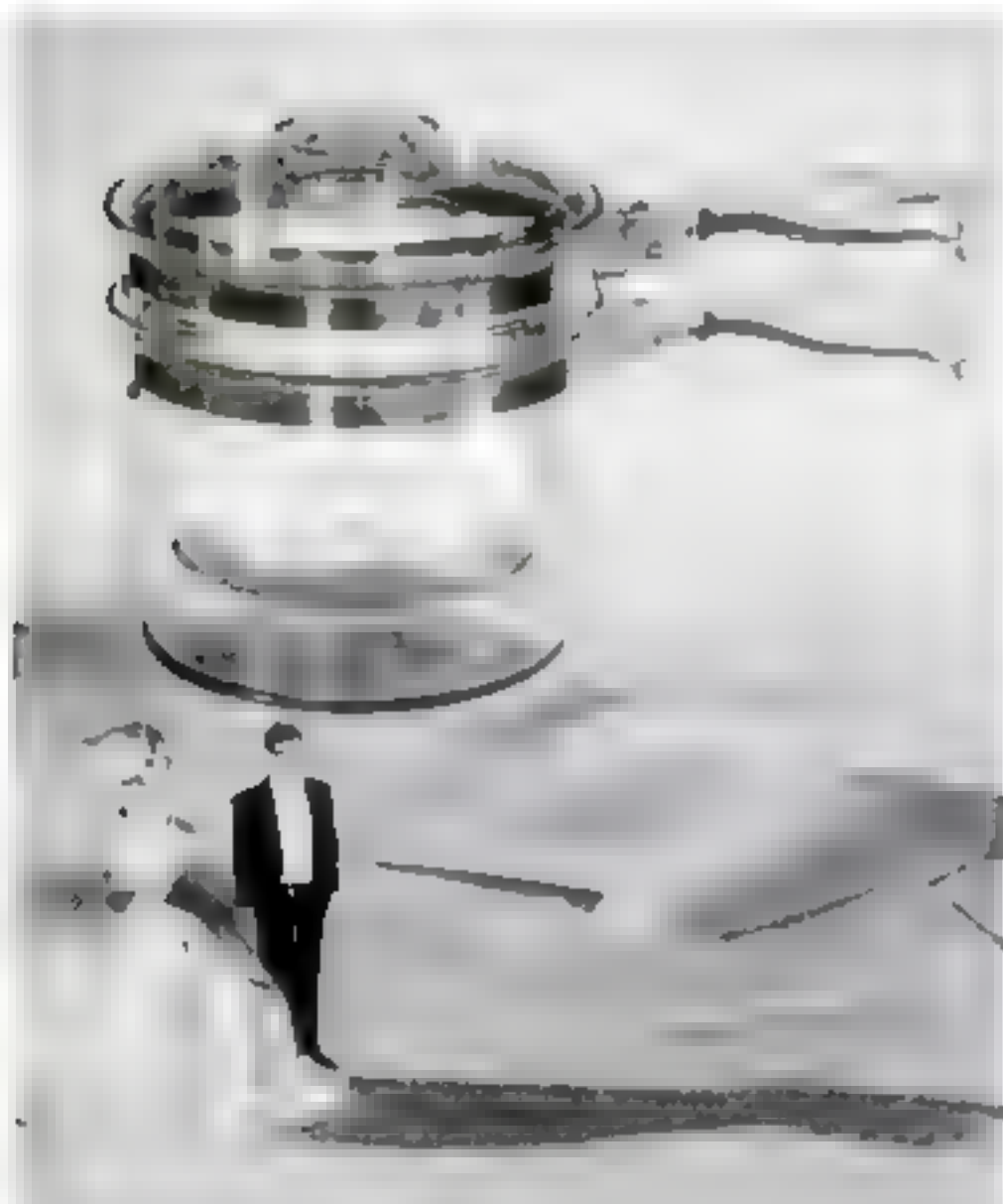
# June is **PYREX** pickin'

BRAND WARE®

Pick **PYREX** ware gifts for showers and weddings!

Today's brides love the new **PYREX** Ware. Its smart, functional beauty appeals to every woman! So pick clear—or colored—**PYREX** Ware for every gift occasion. And choose sparkling **PYREX** Flameware for all top-of-stove cooking.

Pick **PYREX** ware for smart outdoor entertaining!



**PYREX FLAMEWARE DOUBLE BOILER**

See when the water's boiling—watch the water level. Or you can use this double boiler as two saucepans—cover fits both. Hang-up rings save storage space.

1½-quart size, **\$3.95**



**PYREX FLAMEWARE TEAPOT**

Boil water, brew tea, serve proudly in this handsome, sparkling clear **PYREX** teapot. All **PYREX** Flameware is tempered to give it extra strength, long life.

6-cup size, **\$2.25**



**PYREX COLORED BOWL SET**

This set of four bowls is so good looking, so useful. You can even bake in them. Rounded inside for easy mixing by hand or electric mixer. 1½-pint; 1½-, 2½- and 4-quart.

Set of 4, **\$3.50**



**PYREX FLAMEWARE SAUCEPANS**

**PYREX** Flameware saucepans are tempered to make them extra-strong and durable. Have lock-on covers; stay-cool handles; hang-up rings 1½-quart, \$2.50; 2-quart, \$2.75.

1-quart size, **\$2.25**



**PYREX FLAMEWARE PERCOLATOR**

Don't guess—see your coffee perk to just the strength you like. Cover locks on for safe pouring. Broad base prevents tipping. 6-cup size, \$3.45, 9-cup size, \$3.95.

4-cup size, **\$2.75**



**PYREX OVEN AND REFRIGERATOR SET**

Four gaily colored dishes with clear glass covers to see through. You'll find endless uses for them. Use them for baking, serving and storing. Yellow, blue, and red.

Complete set, **\$3.25**

VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

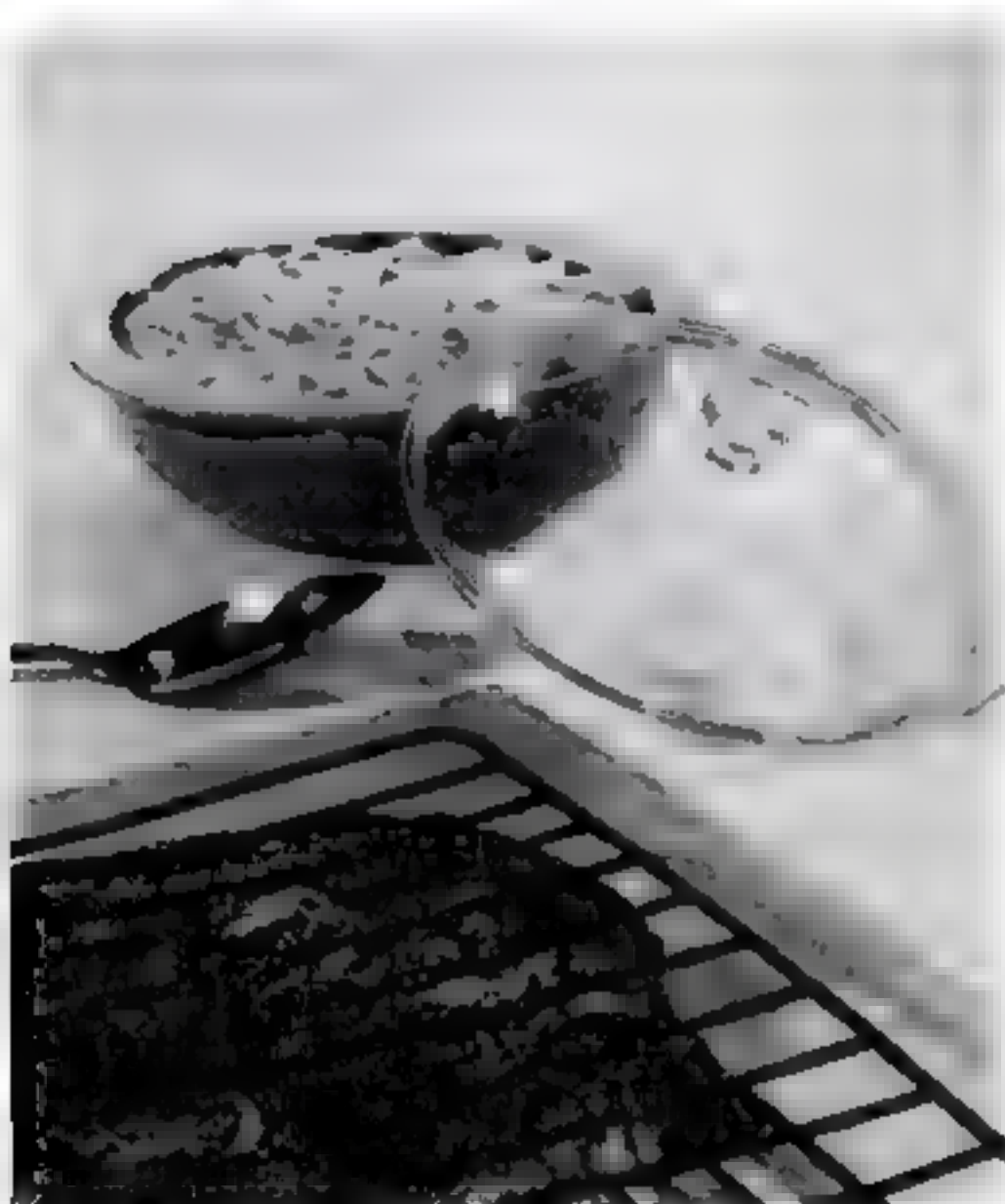
There's only one **PYREX** ware,



# time!

- It's the month for gifts to brides!
- It's the month for easy, outdoor dining!
- It's the month for quick, cool cooking!

You'll find sturdy PYREX Colorware is perfect for outdoor dining. These casseroles and utility dishes are designed especially for quick, even *oven* cooking—not for top-of-stove. And they make such handsome serving dishes—keep foods hot!



PYREX COVERED BOWL CASSEROLE

This deep 2-quart casserole comes in two decorator colors—lime and flamingo—is clean, bright white inside. PYREX Bakingware is tempered—resists chipping.

2-quart size, \$1.50



PYREX SQUARE BAKING AND SERVING DISH IN COLOR

Tempered PYREX Bakingware resists chipping, high oven heat. Take these colorful PYREX dishes right from the hot oven to your table and serve in style. In lime or flamingo.

2-quart size, \$1.25

Pick **PYREX** ware for less kitchen work!



PYREX FLAVOR-SAVER PIE PLATE

You'll bake the most wonderful pies—juicier pies with flakier crusts, in this PYREX Ovenware pie plate! Its high fluted edges keep the juices in your pie. 9½-inch size, 69¢. 8½-inch size, 59¢



PYREX UTILITY DISH

Cakes bake evenly and quickly in this handy oblong dish. Perfect also for biscuits, scalloped vegetables, baked apples, fish. 3 sizes—2-quart, 89¢; 3-quart, \$1.00. 1½-quart size, 69¢



PYREX LOAF PAN

Handy for hot breads, meat loaf. PYREX Ovenware heats quickly, browns evenly, keeps food hot! No hard scrubbing, just wash it clean. 10¼-inch, 89¢. New 8½-inch size, 79¢



PYREX OVEN ROASTER

This sparkling clear roaster is big enough to take a 5-lb. chicken. And you can see your bird roast quickly, cook evenly, brown all over. Use as two baking dishes. 3-quart size, \$1.39

a product of  Corning Glass Works, Corning, N.Y.

\*PYREX\* is a registered trade-mark in the U. S. of Corning Glass Works, Corning, N. Y.



## THE WORLD WE LIVE IN: PART IV

# THE CANOPY OF AIR

The atmospheric sea that surrounds and protects the earth  
is the source of winds, rain and the breath of living things

Text by LINCOLN BARNETT

The vapor, which the Greeks and our own nation call by the same name, air—this is the principle of life, and penetrates all the universe, and is intertwined with the whole.

PLINY THE ELDER (23-79 A.D.)

FOR all his hard-won knowledge of the physical world, man continues to regard himself as a self-sufficient being dominating the surface of his planet. Virtually never does he picture himself in his genuine circumstance as a temporal creature dwelling fish-like at the bottom of a sea, doomed and helpless without the life-giving medium into which he has been cast.

Yet in actuality man does live at the bottom of a sea hundreds of miles deep—on the floor of the great ocean of air that engulfs the planet—where he subsists as precariously as a marine organism in its natural element of water. Deprive him of it briefly and he expires, gasping, like a trout lifted from the silvery stream. Raise him a few miles from the bottom and he dies violently of his own internal pressures like an abyssal fish plucked from the lightless deep. He cannot say, in a strict scientific sense, that he lives on top of his world—but only between two layers of it.

In the perspective of physical science the earth must be envisaged not as a single globe but as a series of concentric spheres. The lithosphere (from the Greek *lithos*, meaning stone) is the hard rocky shell of the planet. The lithosphere in turn is covered for nearly three-quarters of its surface by the hydrosphere, or oceanic sheath of water, averaging about two miles in depth. A third major sphere of the planet—the biosphere—is an intermediate domain, tenuous as the film of a soap bubble, on which all living things stand exquisitely poised amid the fragile relationships of organic necessity and physical environment. Animals exist on the dark ocean floor six miles down; spores have been found drifting in thin air six miles aloft. But man and most terrestrial life abide in an even narrower band between the lower levels of the air and the upper storeys of the sea. Encompassing all three spheres in a transparent, mobile and impalpable envelope hundreds of miles thick is the atmosphere, upon which every form of life ultimately depends.

Without the atmosphere no animal or plant, bird or fish, tree or blade of grass could exist. Indeed the air governs the very quality of the terrestrial environment—the whole character of the world as man perceives it. Without the atmosphere there would be no weather, winds, clouds or rain. There would be no sunlit, sapphire sky, no flaming sunsets, aurora borealis or "rosy-fingered dawn." There would be no fire, for all burning is the union of oxygen with the thing that is burned. There would be no sound, for what man calls sound is simply the vibration of airwaves against the drum and the auditory nerve of his ear. Vegetation could not grow nor birds fly.

Beyond its other properties the atmosphere serves as a great protective canopy that shields the earth from the intolerable violence of the sun by absorbing most of its harmful short-wave emissions. At night, like

the glass roof of a gigantic greenhouse, the atmosphere imprisons the heat of day and prevents it from spreading away into space. Were there no atmosphere the maximum daytime temperature of the earth would ascend like that of the moon to a searing 230°F. and plunge at night to a minimum of -300°F. Finally, like a vast transparent screen or grating, the atmosphere catches and consumes by friction virtually all the 100 million meteors which fall into the earth's gravitational field each day from outer space and which through eons of geologic time would have pocked and pitted the face of the earth as ruthlessly as they have the airless visage of the moon. There was deep insight, more than Shakespeare could realize, in Hamlet's phrase: "This most excellent canopy, the air. . . ."

Yet for most of his history man has remained unaware of his dependency on the air or even of its existence as a form of matter. For centuries he thought of matter as having only two states—solid and liquid; the concept of the gaseous state, which is the predominant state of most of the matter in the universe, was beyond his grasp. The discovery that air is actually a mixture of gases and that all the elements in nature may exist in a gaseous as well as a liquid or a solid state had to await certain crucial developments of the 18th and 19th Centuries.

The difficulty in envisaging air as a material substance arose not only from its invisibility, but from its compressibility. Solids have constant shape and volume; liquids have no shape but retain constant volume. But a gas is so mobile, so compressible, that two pints may weigh less than one, depending on its temporary state of density. An important step toward the understanding of the nature of air and the behavior of gases was the formulation, in 1662, of Robert Boyle's famous principle, stating that at a constant temperature the volume of a gas varies inversely as the pressure—i.e., doubling the pressure on a gas reduces its volume by half. Beginning with the 18th Century, knowledge of the atmosphere and of its components evolved rapidly. Carbon dioxide was identified in 1754, nitrogen in 1772 and oxygen a year or so later. So in time science revealed man in his actual circumstance: a hollow, pulsating animal, drowned in a great shifting cloud of gas—or, as the French chemist Lavoisier conceived him, a kind of animate engine, employing oxygen as fuel and emitting carbon dioxide as the end product of the combustion.

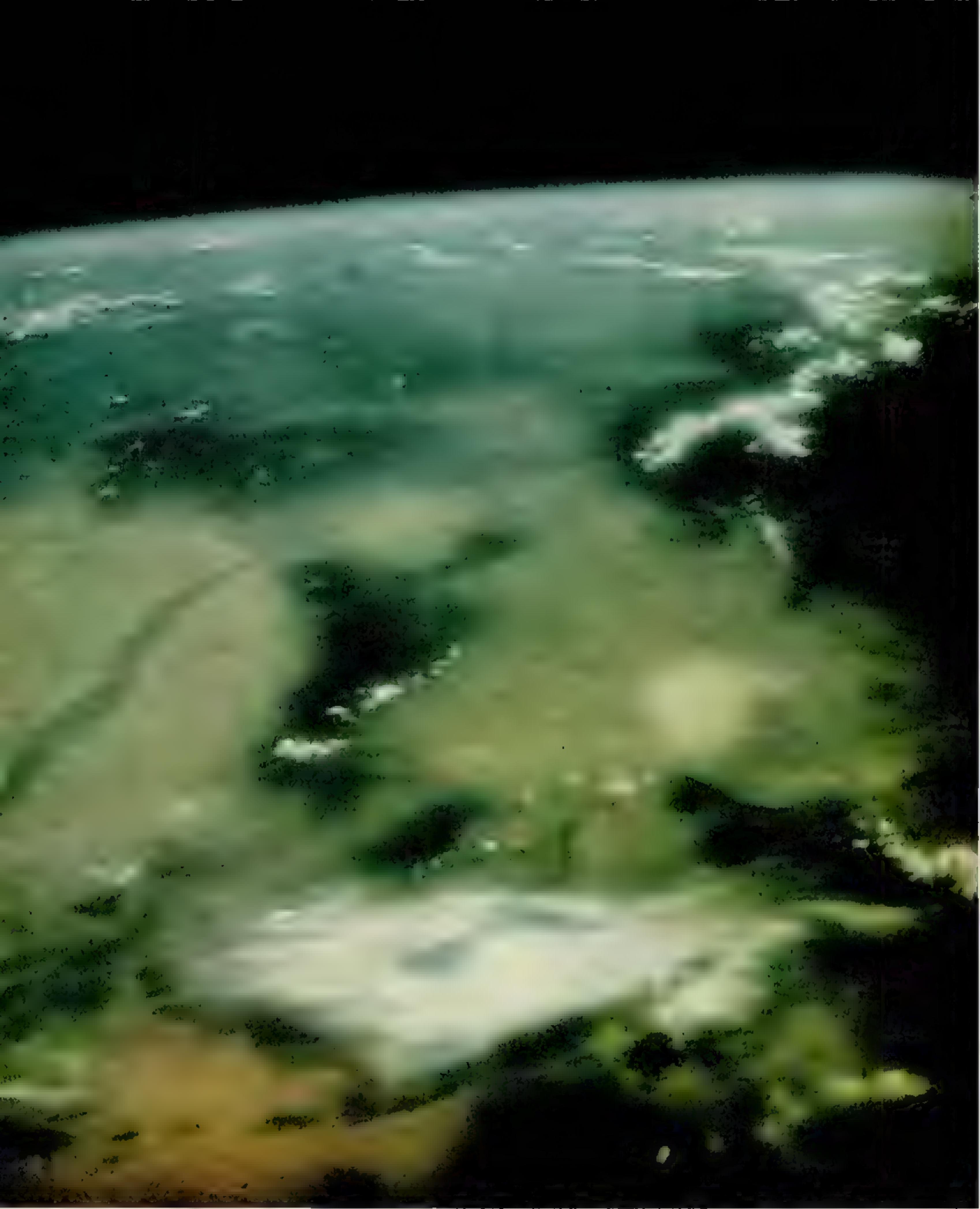
The medium through which man moves is a mixture of many gases, but five predominate in quantity and importance: nitrogen, representing 78% of dry air; oxygen, 21%; argon, about 1%; water vapor (a compound of hydrogen and oxygen), .01% to 4%; and carbon dioxide, about .03%. The weight of this great blanket of gas is stupendous, though man is unaware of it because of the equal and countervailing pressure of the air and fluids within his body. The pressure exerted upon him and upon the entire earth is 2,016 pounds per square foot. The whole burden of the atmosphere pressing down upon the earth totals about 5,000,000,000,000,000 tons—the equivalent of a slab of granite 1,000 miles long, 2,000 miles wide and half a mile thick.

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Maps by RICHARD EDES HARRISON  
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JOHNS HOPKINS UNIVERSITY

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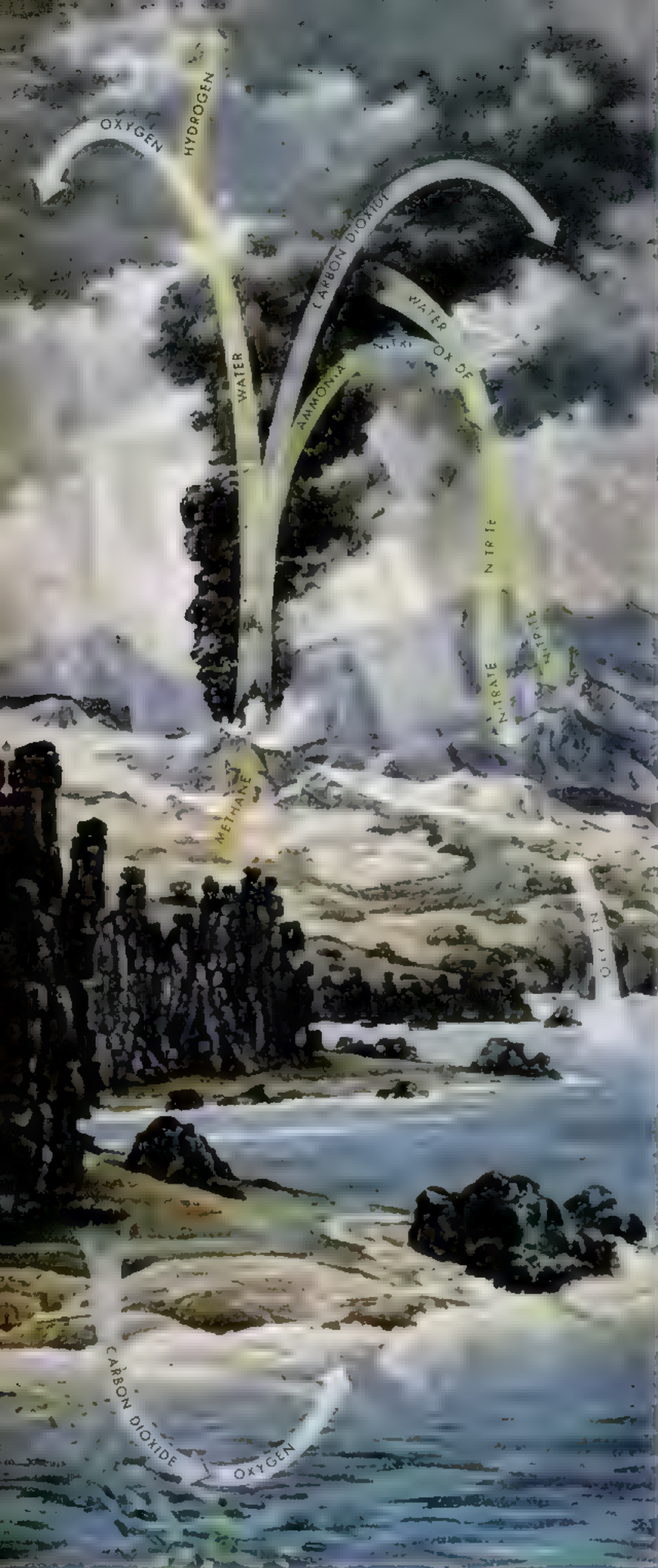




**FROM 78 MILES UP**, in a picture taken from a Navy Aerobee rocket, the thin film of air that sustains terrestrial life appears as a hazy layer at the bottom of the clear outer atmosphere. The heavens look black, for the blue sky extends only

to a height of 12 miles. The curvature of the northern horizon may be discerned as well as parts of six states: New Mexico, Colorado, Wyoming, Nebraska, South Dakota and Utah. The diagonal streak at lower left is the valley of the Rio Grande.





**THE AIR WAS CREATED** more than a billion years ago from heat, pressure and other gases deep in their interiors, volcanoes belched and exhaled carbon dioxide, water vapor (which broke up into oxygen and hydrogen) and ammonia (which formed nitrogen compounds). Most of the earth's hydrogen and oxygen probably was manufactured by the earliest plants, green algae which lived in the first oceans.



**THE AIR IS REPLENISHED** by living plants which give off oxygen, carbon dioxide—and return it to the soil and atmosphere. At the same time, plants naturally deposit their waste products in the soil and nitrogen. The nitrogen is pulled from the soil by bacteria in the soil and roots of clover. Animals eat the plants and excrete nitrogen compounds which decompose to return nitrogen to the soil.

## THE AIR: ITS ORIGIN AND UPKEEP

**W**HERE did the earth's atmosphere come from? If man is unique in the universe, then the sweet, moist air that embraces him may be unique also. Of all the planets in range of his vision only Mars appears to have an atmosphere somewhat similar to ours, containing a small amount of water vapor and possibly traces of oxygen. Neither of these gases has been detected in the thick clouds of dust that overhang the face of Venus. The atmospheric veils enveloping Jupiter and Saturn seem to be composed largely of hydrogen, helium and noxious methane (marsh gas) and ammonia. Mercury, like the moon, may have no atmosphere at all. But apart from our immediate solar system, the earth's air presents a cosmic anomaly: the elements that largely compose it are rare in the universe and, conversely, the elements most common in the universe are relatively scarce in our atmosphere. Studies show that the overwhelming mass of matter in the outer depths of space consists of the two lightest elements, hydrogen and helium. For every 1,000 parts of hydrogen in the universe as a whole, there exist 100 parts of helium and only ten or twenty of all the other elements combined. If, as many astronomers believe, the earth was created out of a primordial cloud of cosmic gas and dust, one would anticipate some relationship between the distribution of elements on earth and those in the sun and other stars. Yet the earth's atmosphere contains only .00005 percent of free hydrogen and .0005 percent helium. What became of all the hydrogen and helium that may once have been present in vast quantities? And what is the origin of the crucial gases that endow the earth with its beauty and its life?

The answer to these enigmas, according to modern theory, is that our present canopy of air represents a secondary atmosphere that accumulated slowly through millennia of geologic time. During the period when the protoplanet was forming from clouds of cosmic gas, its gravitational field may have been too weak to retain such light,





and ammonia to the air. Bacteria change soil ammonia into nitrites and nitrates. A similar ammonia-to-nitrate cycle occurs in the lake at upper left. In the center of the picture household fuels (carbon from underground) and burning forests release carbon dioxide. Trees absorb this gas and give off oxygen, while horses inhale oxygen, exhale carbon dioxide and excrete methane, which is acted on by

soil bacteria to produce more carbon dioxide. At right rain washes carbon dioxide and carbonates from the land into the sea. Here plants absorb the former and give off oxygen. Minute sea animals absorb the carbonates to build their hard parts, also take in oxygen and breathe out carbon dioxide. When they die and decay, carbon dioxide is carried to the surface of the water by upwelling currents.

mobile gases as hydrogen and helium. Or, if any hydrogen and helium did exist in the planet's original atmosphere, they would have been evaporated by solar radiation when the sun condensed into a blazing sphere. But nevertheless within the earth quantities of gases remained locked in chemical combination. For millions of years they bubbled upward from the seething heart of the planet and—exhaled through volcanoes, vents and hot springs—floated above the cooling crust of the young earth. And little by little as they fed and enriched the sparse air, the dark sky brightened and turned blue.

Yet there was one critical omission: free oxygen. This life-giving element does not emanate from volcanoes. Scientists believe, therefore, that the entrance of free oxygen into the atmosphere represented an immensely long, slow process that for untold ages paralleled and depended on the evolution of plant life. For plants are the earth's chief manufacturers of oxygen. They give off oxygen during the day. But at night they take it in. Hence some oxygen was probably present before true plant life evolved. Small quantities may have been formed in the upper atmosphere by the breakdown of water vapor ( $H_2O$ ) by electrical discharges and solar radiation. In this way enough oxygen could have been added to the air to support most primitive plants. The first plants possibly were green translucent algae, called *Corycia*, whose fossil remains are 1,400 million years old. Those and similar species may have been the earth's first mass-producers of free oxygen. And as the supply of oxygen in the atmosphere slowly increased, more complex plants evolved and quickened the process—a process that accelerated for millions of years, accompanied by an enormous increase in oxygen-consuming animals to help maintain the balance of production and use.

The composition of the atmosphere today remains essentially what it was in Cambrian times, half a billion years ago. Yet it is forever changing. The mobile gases of which it is composed are continually being absorbed by the soil, the rocks and living things, or lost into outer space. And so the supply of atmospheric carbon dioxide in the atmosphere has to be replenished every 4 to 8 years,

the oxygen every 3,000 years, the nitrogen every 100 million years.

The cycle of use and renewal of the atmospheric gases reveals a miracle of balance involving soil, air, animals and plants, for all living things are made largely of the elements of the air: oxygen, water, carbon and nitrogen. As free oxygen comes from plants, so carbon dioxide is continually renewed by animals, who exhale it, and by a variety of other processes. When plants decay through bacterial action, for example, carbon dioxide escapes back into the air. When man burns fuel, carbon dioxide pours from the chimneys of factories and homes and returns to the atmosphere. Moreover the weathering of rocks and soil yields sediments, rich in carbon dioxide, which are then carried to the sea to swell the vast store produced there by the death and decay of marine plant and animal life. The sea is the earth's great reservoir of carbon dioxide, holding in solution 50 times the amount that hangs aloft in the atmosphere.

The intricate interplay of earth, air and life is most dramatically displayed, however, in the nitrogen cycle. The most abundant of the atmospheric gases, nitrogen is chemically rather inert—it does not combine readily with other elements. Since all plants and animals require nitrogen as food, its chemical inertia has caused mankind untold poverty and hard labor through its reluctance to enter into the soil. But man has had an ally in certain bacteria called "nitrogen fixers" which take nitrogen from the air and convert it into useful compounds in the soil. For all its great advances, science has not yet learned the secret or equaled the efficiency of these nitrogen-fixing bacteria. The nitrates they manufacture in the soil provide food for plants, which in turn provide food for animals, which in their turn restore some nitrogen compounds to the soil in the form of urea and other excretions and, when they die, in dead tissue. Other bacteria then go to work: putrefying bacteria which decompose dead organisms; nitrifying bacteria which convert the resulting ammonia into mineral nitrates; and denitrifying bacteria which liberate free nitrogen and return it to the air to complete the cycle upon which all the varied life of earth precariously depends.



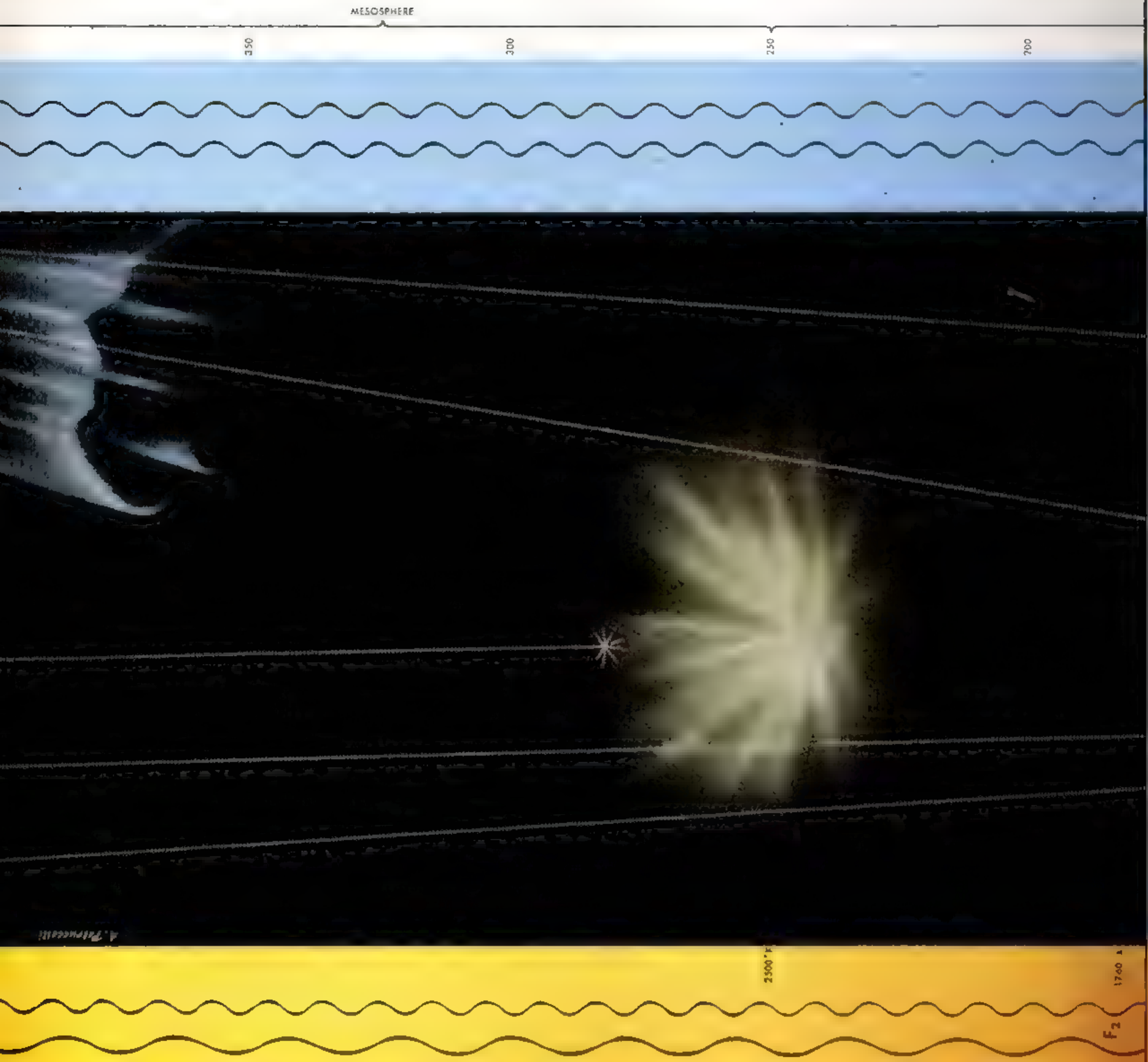
## THE AIR: ITS ANATOMY

**A**IR is a complex and ever-varying mixture. Its ingredients vary from place to place and from day to day. Besides the life-giving gases, it contains smaller amounts of the rare gases, helium, xenon, neon; and a few poisonous gases, methane, ammonia, carbon monoxide, nitrous oxide. Up to the realm of the highest tanager clouds the atmosphere also holds quantities of foreign matter—pollen, dust, bacteria, sand, spores, volcanic ash, salt particles from the sea and dust from outer space (2,000 tons of "stardust" fall to earth each day).

Although the composition of the air remains more or less constant from sea level to its highest reaches, its density diminishes rapidly with altitude. Six miles up, for example, it is too thin to support respiration; 12 miles up there is not enough oxygen to keep a candle burning. The greater the altitude the fewer the molecules of any gas, and the greater the distances between them, for every million molecules at sea level there is only one at 60 miles. Yet while at sea level a molecule cannot move more than four-hundredths of an inch before colliding with another, at an altitude of 60 miles it travels about one inch without collision.

At some point several hundreds of miles above the earth the gas particles spray out into space, moving at velocities determined by their last collisions. Some, dragged by gravity, fall back into the ocean of air below; others curve into elliptical orbits and travel like satellites around the earth, others, notably hydrogen and helium, escape forever from the earth's gravitational field. The topmost layer of the atmosphere may be envisaged, therefore, not as the surface of a placid sea, but rather as an intricate, formless nebulous veil of matter rising over the jets of numerous fire fountains. Physicists describe as to the boundaries of the outer fringe or "spray zone" of the atmosphere. Some think it begins 240 miles above the earth and extends to 400 miles. Others place its lower edge at 600 miles and its upper boundary at 6,000 miles. In any event the spray zone is the uttermost tier of the air. Beyond lies space.

Apart from quantitative changes, certain curious phenomena appear at various



MESOSPHERE

350

300

250

200

2500°

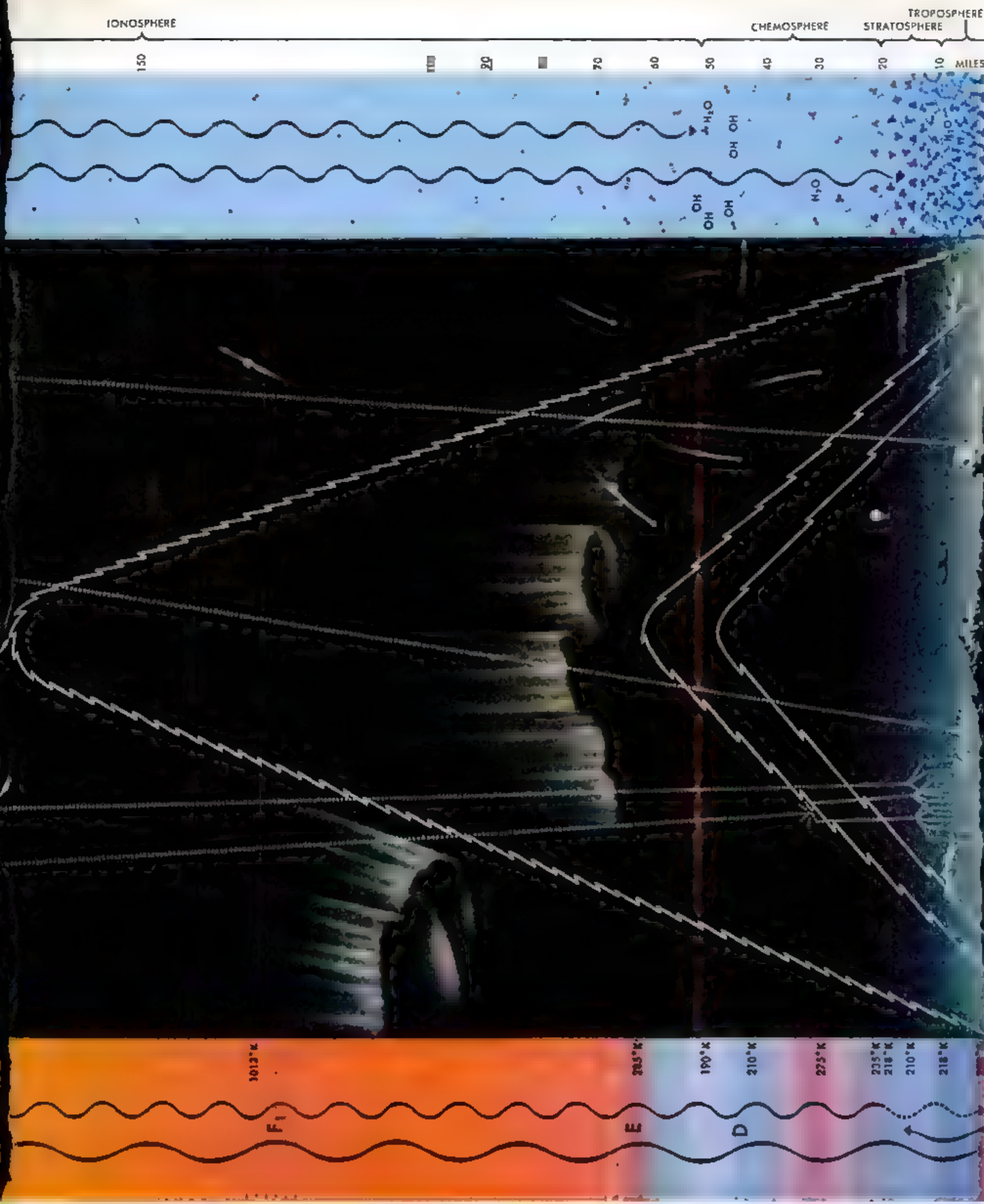
1700°

F2



levels. For example, in a layer 12-30 miles up, solar ultraviolet radiation interacts with oxygen molecules to produce a thin curtain of ozone, a poisonous gas without which life on earth could not exist. Ozone filters out all but a small portion of the sun's lethal ultraviolet rays, allowing only enough through to give man sunburn, kill bacteria and prevent rickets. At 50-65 miles up most of the molecules of oxygen begin to break down under solar radiation into free atoms, or, as in the case of water vapor, to form the incomplete molecule, hydroxyl (OH). Also in this region most of the atoms become ionized (electrically charged).

Perhaps the greatest surprise produced by studies of the atmosphere is that the temperature does not decrease uniformly with increasing altitude, as the experience of earthbound man would suggest. Instead it fluctuates eccentrically at different levels of the upper air. Thus, as shown in the chart at right, it gets steadily colder up to a height of about seven miles, the reason for this is that lower layers of the atmosphere are warmed by heat radiated from the ground. In the stratosphere the decline virtually stops, then at 18 miles descends to a chilly  $-81^{\circ}\text{F}$ . (or  $210^{\circ}\text{K}$ . on the Kelvin scale by which scientists measure temperatures of gas). Then the temperature begins to rise, with the accumulation of certain constituents like ozone, which absorb heat directly from the sun. It drops again to a low of  $-117^{\circ}\text{F}$ . ( $190^{\circ}\text{K}$ .) at about 50 miles, where the ozone disappears. Thereafter it climbs steadily, largely owing to the ionization of particles in the upper atmosphere and their absorption of ultraviolet radiation, reaching  $4,118^{\circ}\text{F}$ . ( $2,500^{\circ}\text{K}$ .) at 250 miles. Paradoxically these fantastic temperatures would not be detected by the senses of man, for what he calls heat is simply the energy of molecular or atomic motion. The sense of warmth one feels on a summer day is produced by the bombardment of innumerable air particles whose velocity determines our relative sensations of heat and cold. But in the thin upper air there are not enough particles to impress the skin. So from 50 miles up a man or any living creature, situated in space without the protective cover of the atmosphere, would be broiled to death on one side—the side facing the sun—and frozen on the other.



**THE EDIFICE OF AIR** is detailed in this 400-mile-high section. At the bottom is the troposphere, containing 75% of the atmosphere's weight. Its relative dimensions are shown by Mt. Everest, clouds and high-flying planes, balloons and rockets. Above the troposphere lies the calm stratosphere, and above it the chemosphere where aurglow begins. Next is the ionosphere, stretching from 50 to 250 miles, and from 250 miles toward space the almost airless mesosphere. Effects of radiation from the sun (wavy lines) are described in the side panels. At left, ultraviolet (shorter waves) creates several bands of ionization (whose centers of intensity are shown by plus and minus signs). They are known as D, E, F<sub>1</sub> and F<sub>2</sub>. Ultraviolet is filtered by ozone at 20

miles. Infrared (longer waves) penetrates to the earth and is reflected as air-warming heat. Temperature variations are here designated in the Kelvin scale ( $210^{\circ}\text{K}$ . equals  $-81^{\circ}\text{F}$ .) and by color gradations. At right is shown the chemical action of ultraviolet rays, which create hydroxyl (OH) at 50 miles, ozone between 12 and 30. The decrease of air density with altitude is also indicated at right, where atoms are designated by single dots, oxygen molecules by two red dots, nitrogen by two blue dots, ozone by three red dots. The center picture shows the relative heights at which meteors become visible, several forms of aurora, radio waves (jagged lines) bouncing off ionized layers at various altitudes, and showers of cosmic rays (dotted lines).





**THE SETTING SUN** glows brilliant red because its oblique rays pass through miles of dense lower air which blocks out all other colors. The foreshortening of the solar face here is caused by the refraction or bending of the sun's rays.

## THE AIR: THE BEAUTY OF THE SKIES

**M**OST aspects of his environment that man finds beautiful derive ultimately from the atmosphere. Every mood and spectacle of nature that most deeply touches his esthetic spirit springs from the union of light and air. The blue sky and the blue sea, white clouds, green twilight and pearly November mists, rainbows, the flash of lightning—all these flow from the palette of the encircling air.

For the atmosphere intercepts the sun's radiation which contains all the wavelengths of the visible spectrum. It happens that air molecules are the proper size to intercept the short blue wavelengths, deflect them in their flight to earth and scatter them across the sky. The azure "firmament" is thus no glassy dome or vault, but a gauzy, glowing fabric spun of blue light and air. It is, moreover, only about 12 miles high. Beyond, it darkens to violet. Above 20 miles it becomes black and the stars emerge.

The ruddy hues of dawn and sunset are compounded by a similar process. Morning and evening the sun lies low on the horizon, so its rays must traverse many more miles of the earth's atmosphere than at midday. The air molecules, along with water droplets and other particles, filter out most of the shorter wavelengths. The longer wavelengths—vermilion, ruby, rose—predominate in the oblique beams that kiss the earth in the few moments before sundown and after dawn, and it is these that paint the whole world red.

Rainbows, halos, coronas—these too are born of the action of atmospheric components on light: its bending or scattering by raindrops, tiny crystals of ice and cloud droplets. But there are other phenomena of the sky that derive from more complex mechanisms. One is the hazy light that glows in the sky on moonless nights, more brightly near the horizon than in the zenith. Known as "airglow," this faint luminescence is emitted by sodium, oxygen and nitrogen molecules and atoms excited by sunlight during the day. A related phenomenon (*opposite*) is the aurora borealis, which is discussed on the following pages.

CONTINUED ON NEXT PAGE



**RAINBOWS** are caused by the transit of sunlight through falling drops of rain. Each raindrop acts as a tiny prism, breaking down the sun's white rays of mixed light into their component spectral colors. Since each observer sees a rainbow

arched around a specific point in the sky directly opposite the sun from his own position, no two people ever see the same bow. Secondary rainbows, like the one at right, are caused by the double reflection of sunlight within the raindrops.





**AN AURORA BOREALIS**, the corona type which forms a star-shaped pattern, is caused by converging rays high in the sky. The charged particles ejected by the sun (which create the aurora) travel down lines of force in the earth's magnetic

field, hitting and exciting the atmosphere's particles. At the magnetic poles the lines of force come together like the spokes of a wheel. It is therefore only in high latitudes near the magnetic poles that auroral rays assume this pattern.





**A DRAPERY AURORA** develops when parallel streamers of light, spreading upward from horizon to zenith, fall into a graceful pattern that appears to shimmer like the folds of a great curtain hanging from the sky and stirred by a silent wind.

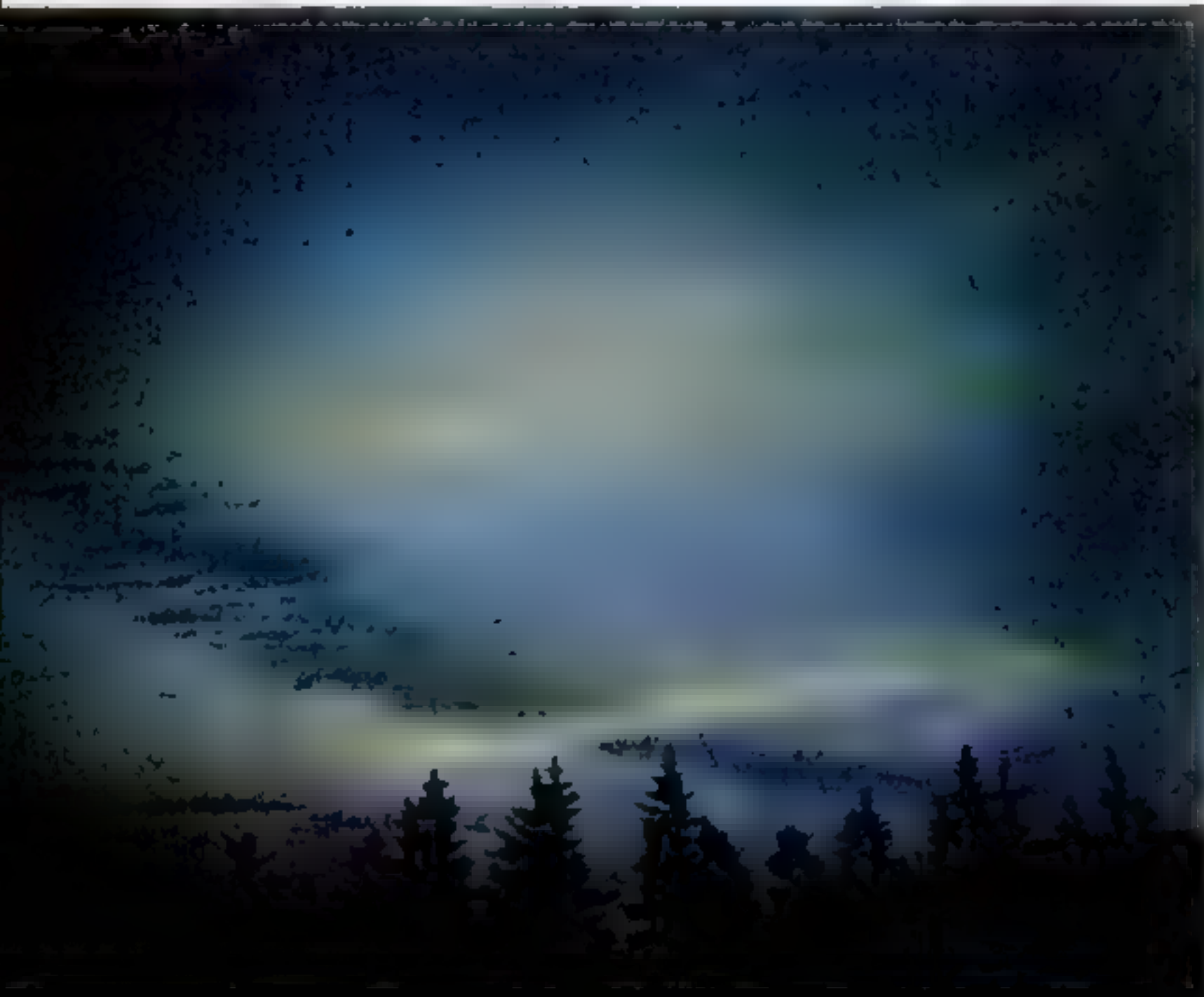
## THE MYSTERIOUS AURORA

**O**F all the pageantry of the atmosphere, the most awesome and, as man has often thought, most fearful, are the auroras—the ghostly streamers of colored light that appear on certain nights, usually in spring and fall, and spread upward from the horizon to the zenith, sometimes projected in shifting rays like searchlight beams, sometimes diffused in shimmering veils and curtains, sometimes dancing and pulsating like the flames of some unutterable cosmic fire.

Auroras seem to be associated with solar flares and gigantic prominences, explosive disturbances in the sun's atmosphere, from which tremendous jets of protons (hydrogen nuclei) and electrons spray outward and speed toward earth at velocities up to 3,000 miles per second. The meeting of this great stream of electrified particles with the earth's magnetic field causes some of the solar particles to be deflected toward the earth's magnetic poles. Auroras always appear, therefore, either in the northern or southern sky, and for the most part in higher latitudes. At a level somewhere between 60 and 600 miles above the earth the solar particles hit the atoms and molecules of the upper air and ionize and excite them, causing them to glow. The colors of the aurora are determined by the wavelengths emitted by the atoms and molecules involved.

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**A DOUBLE ARC AURORA** appears when air particles are disturbed in two zones, one above the other. The colors depend on the particles involved: e.g., green is emitted by atomic oxygen, red by atomic and molecular oxygen, blue by nitrogen.



**A HOMOGENEOUS BAND AURORA**, in which light is evenly distributed over a wide area without distinct rays, usually forms when an arc aurora turns back on itself. Auroral light is analogous to the light produced by neon tubes. In both,





instances it is emitted by atoms or molecules of rarefied gas which have been excited by the impact of electrically charged particles. Auroras appear most frequently in the latitudes of Siberia, Norway and northern Canada (at Hudson

Bay they may be seen 240 nights a year) but are occasionally observed as far south as Mexico. This and the other remarkable color photographs of auroras shown on these pages were taken by LIFE's Jay Eyerman in northern Canada.



## THE WANDERING WINDS

**T**HE most conspicuous of all properties of the air is its mobility. Long before he understood its composition or role in the sustaining of life, man used the moving air to blow his ships over the sea and trembled at the violence of hurricanes and winter gales. The Old Testament refers to Jehovah walking in majesty on "wings of the wind" and pictures him speaking to Job "out of the whirlwind."

By nature gases are the most mobile of material substances, for their molecules are free and unfettered, not tightly bound as in solids or linked loosely as in liquids. In the atmosphere this mobility manifests itself both in the flow of local winds and in a vast ordered system of air movements that appears to govern weather phenomena around the globe. While the dynamics of these movements are far from clear, contemporary theories agree that the greater winds of earth are impelled by two giant forces: the heat of the sun and the spinning of the planet on its axis. In this process, the sun acts as an engine, the rotation of the earth as a steering mechanism. Were the sun alone at work—if the earth did not rotate—all large-scale winds would blow from a point directly under the sun and spread radially aloft in all directions. But since the earth does rotate, the flow of air from warmer to colder regions is deflected to the east and west. For the atmosphere is not a rigid shell rotating evenly with the earth. On the contrary the planet has only a slack and imperfect grip on its airy mantle.

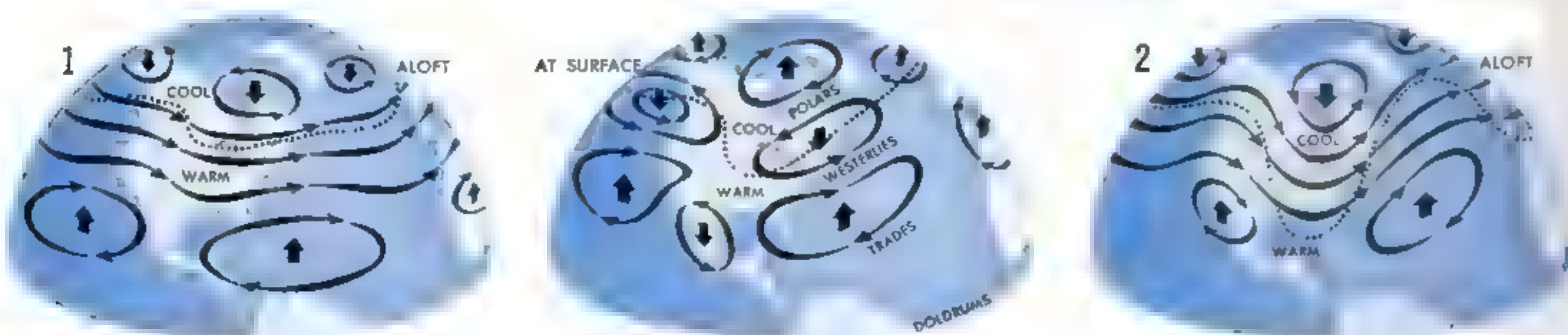
As a result of this interplay of forces, warm air from the tropics continually mingles with cool air from the poles, moderating climate and preventing violent temperature extremes around most of the world. In each hemisphere warm and cool air masses meet at about 40° Lat., where they form a vast, shifting and unstable boundary, mobile and irregular. Aloft, this boundary is marked by deep folds and undulations, often 4,000 miles across, which alternately advance and retreat northward and southward, but swing in a great orbit around the poles from west to east. It is believed today that most of the weather conditions on earth are related to the behavior of these circumpolar whirls. Recent studies of the northern whirl (little is known of the southern) show that it recurrently expands and contracts, hurling waves of cold air southward toward the equator, sucking warm air northward toward the pole. Simultaneously cells of high and low pressure appear which in turn are related to wind systems at sea level. (Surface winds are also influenced by temperature differences between land and sea, mountains and valleys.)

Near the edge of the northern circumpolar whirl and at an altitude of six to nine miles lies a band of great winds—the swiftest on earth—roaring from west to east in mighty gusts or jets that may attain velocities up to 300 mph. This is the jet stream. In summer, when the circumpolar whirl contracts, it oscillates between 40° and 50° N. Lat.; in winter it wanders as far south as latitudes 25°–35° N. Apart from seasonal fluctuations, the course of the jet stream undergoes cyclical changes. But whether these oscillations create the weather patterns on earth or simply reflect them remains one of meteorology's unanswered questions.

CONTINUED ON NEXT PAGE



**UPDRAFTS AND DOWNDRAFTS** create a spectacular wind pattern on the eastern slopes of the Sierra Nevada. Relatively warm, moist air, rolling in from the Pacific Ocean (off picture at right), is forced up and over the mountain tops,



**THE GREAT WINDS OF EARTH** blow in an ordered cycle of movement that influences weather phenomena around the globe. In this series of diagrams three major phases of the cycle are shown, relating conditions in the atmosphere at 8,000–25,000 feet to wind and weather systems at the earth's surface. The first hemisphere illustrates how, at the meeting point of warm air masses moving poleward and cool polar air moving toward the equator, an irregular undulating

boundary is formed, the circumpolar whirl. At the same time, pressure cells are formed: high pressure cells (arrow pointing up) in which the winds blow clockwise, and low pressure cells (arrow pointing down) in which the winds blow counterclockwise. The second hemisphere shows how these movements relate to belts of high and low pressure at sea level. These belts help shape the three major wind systems of the earth's surface—the Northeast Trades, the Westerlies,





cooling as it ascends and forming a cloud cap atop the highest peaks (*upper right*) 10,000 feet above the valley. On reaching the eastern brink of the range the air plunges down into the valley in a great torrent at a rate of 3,000 feet per minute.

It then surges out across the level valley floor in a turbulent, dust-laden wave train whose oscillations cause it to rise again, 5 or 10 miles away from the mountain wall, in a tremendous vertical updraft capped by flat bottomed roll clouds.



and the Polar Easterlies. In the second phase (*third hemisphere*) the waves of the circumpolar whirl steepen sharply; warm air rides northward on the crests and cold air descends in the troughs as far south as the Gulf of Mexico. Consequently, at sea level (*fourth hemisphere*) the pressure cells take on a north-south alignment, distorting the normal wind system and producing topsy-turvy weather. In the third phase (*fifth hemisphere*) the waves aloft become so steep that they dis-

integrate into vast circular eddies, completely displacing and isolating warm and cool air masses. At sea level (*sixth hemisphere*) areas of warm air are thus trapped in the north, regions of cold air are cut off in the south and extremely prominent cells of high and low pressure develop. At length, when the earth's air masses have been thoroughly mixed, the cycle swings slowly back to the first phase. As a rule it takes six weeks to run its course, though variations of the pattern occur.





**A COLD FRONT** forms here when a cool air mass from the land advances into an area of warm air over the sea. The leading edge of the cold mass (tinted blue) undercuts the warm air and thrusts it aloft where it condenses into a hue of

cumulonimbus clouds. Violent air currents within the cloud mass are defined by arrows. The scene here depicts what is occurring along the front line near the low pressure area shown at far right on the painting on the opposite page.



**A WARM FRONT** develops when the leading edge of a mass of warm air (pink) rides up and over a cool air mass. Ascending and cooling, the warm air condenses into nimbostratus clouds, the earth's greatest rainmakers. Far in the van (upper

right) float some high cirrus clouds, often precursors of bad weather. The pre-storm wind (bottom arrow, right) blows almost perpendicularly to the advancing front. This scene is occurring along the southern U.S. in the picture at right.

## THE INCONSTANT WEATHER

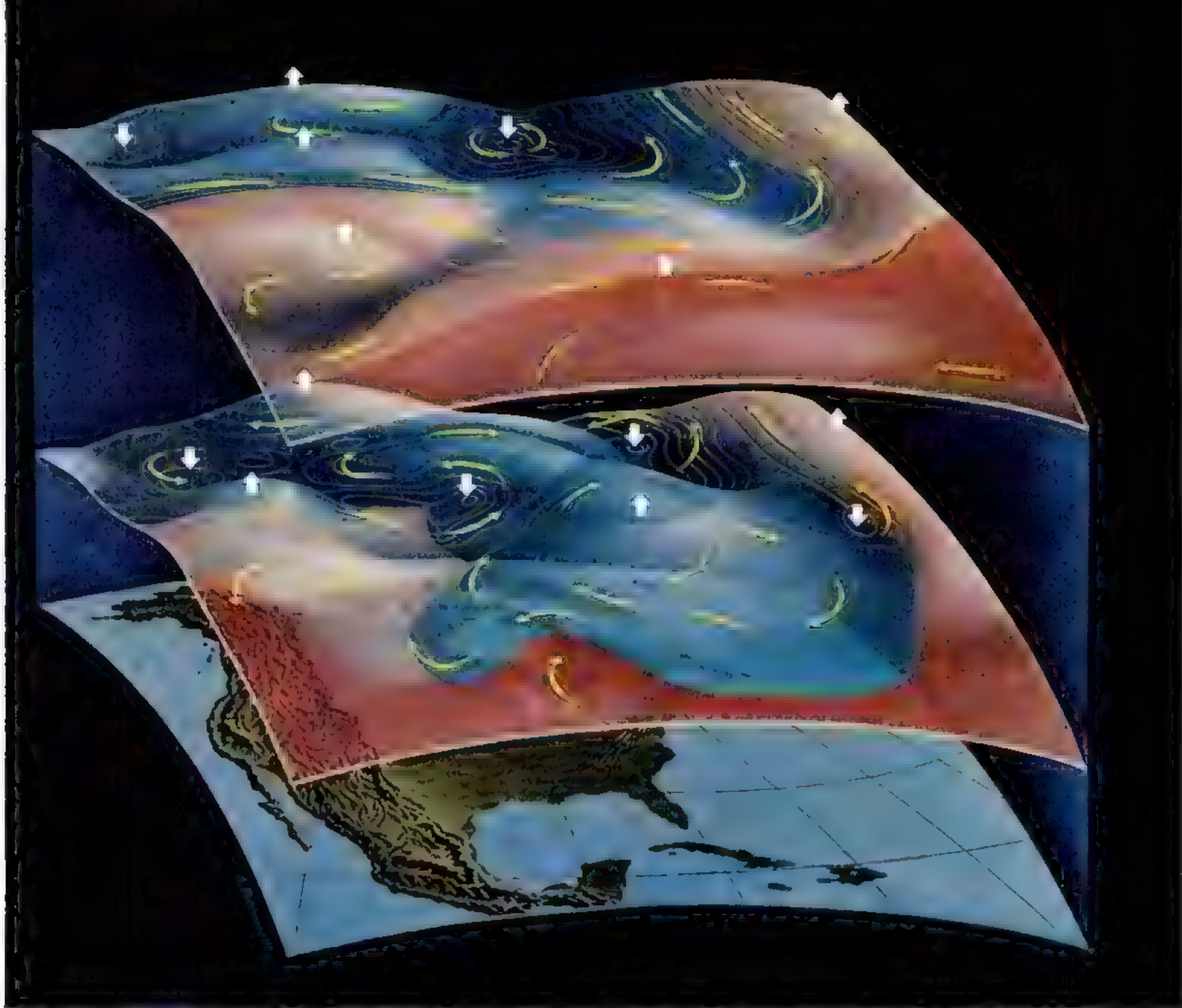
**T**HE atmosphere is clearly not a calm ocean of air, but a tossing, unquiet sea, riven and distorted by swift currents, furrowed by tremendous waves. And these waves influence the character of weather across the face of the earth. For whenever the air aloft warps upward to form a great wave crest or ridge, there is likely to be a related high pressure area somewhere on the earth below, and when it sinks into a valley or trough a low pressure area may be revealed by the barometers of man.

A "high" may be envisaged pictorially as a towering mass of air—a hill or mountain of air—rising above surrounding air masses. Because it contains more air than the other masses around it, it exerts greater pressure at its base and within its periphery. Winds spiral outward from regions of high pressure, hence the upper air sinks to fill the gap, warming as it compresses. The weather within highs is, therefore, generally characterized by clear skies, sunshine and pleasant dry air. A "low," on the other hand, represents a depression or valley in the atmosphere, sagging below the level of surrounding air masses and exerting lower pressures on the land beneath it because it contains less air. The weather within low pressure cells is likely to be distinguished by storms because winds blow into lows and the air, then rising to cool heights, condenses into fog or rain.

It is known now that the appearance and movements of highs and lows on earth are related to the cycles of the circumpolar whirl and the jet stream in the upper air. But meteorologists believe that the topography of the earth, the contrasting temperatures of land and sea and the changing seasons may in turn influence the oscillations of the circumpolar whirl. Partly because of the fixed architecture of the earth, certain major regions of high and low pressure manifest themselves in certain parts of the world and recur from year to year. Near the equator, for example, there extends a zone of warm, rising air and low pressure known as the "doldrums." Two other zones of average low pressure appear at 60° N. and S. Lat. Within each of these exist smaller cells of particularly strong action such as the Siberian High, the Canadian High, the North Atlantic (or Bermuda) High, the South Atlantic High, the North Pacific High, the South Pacific High, the Australian High; and the Icelandic Low and the Aleutian Low. None of these zones of action is altogether permanent, however, for each is affected by the changing seasons and the idiosyncrasies of the circumpolar whirl. Thus the continent of Asia becomes a heat trap in warm weather, so that the Siberian High of winter turns into the Monsoon Low of summer.

The distribution and movement of highs and lows around the globe are related to three main zones of bad weather on earth: the Equatorial Convergence and the North and South Polar Fronts. The Equatorial Convergence is created by the collision of the northeast trade





**THE UNDULATING ATMOSPHERE** moves over the earth in mountains and valleys of air. Here two translucent layers indicate the patterns of highs (up-pointing arrows) and lows (down-pointing arrows) at the surface and at 18,000 feet.

Near the ground these undulations are sharply defined; above, they are flattened and displaced westward. Warm air is shown in red, cold in blue. Yellow arrows give wind direction. Contour lines are isobars, linking areas of equal pressure.

winds of the northern hemisphere with the southeast trade winds of the southern hemisphere. Both of these great wind systems carry masses of warm, moist air. Converging in the region of the equatorial lows or doldrums, they soar upward to cool heights, then condense as rain. The Equatorial Convergence rarely shifts more than 200 miles in small, day-to-day fluctuations. But on occasion, in the summer months when the continental land areas become heated, it moves inland to higher latitudes and occasionally even brushes the fringes of the other two great storm areas—the North and South Polar Fronts.

Fronts are the forward boundaries or leading edges of moving masses of warm or cold air. (The Equatorial Convergence is not a front because its two conflicting air masses have virtually the same temperature.) The Polar Fronts, which oscillate back and forth over many degrees of the middle latitudes, mark the meeting of cold air, streaming out of the polar highs, with the warm breath of the Westerlies slanting up from the subtropics. Clinging close to the earth's surface, the cold air creeps in under the warm air, sometimes thrusting irregular wedges deep into lower latitudes. Meanwhile the warm air rides above, cooling and condensing into clouds, mist and rain. The leading edge of the front is at no time a simple plane surface, but an irregular sloping one, pushing far toward the equator at sea level and extending far poleward in its upper strata. In the struggle between warm and cold air the front tends to buckle and warp, here

retreating, there probing equatorward with long fingers of cold air. Often along these protuberances in the distorted front storm centers form—regions of low pressure that vary from day to day but move inexorably eastward to their meteorological graveyards in the semi-permanent lows off Iceland and the Aleutian Islands.

The manner in which the edges of the great Polar Fronts move determines the distribution and character of the local fronts which appear daily on weather maps around the world. Meteorologists recognize four kinds of fronts: cold, warm, occluded and stationary. A cold front occurs when a cool, swift-moving air mass overtakes warm air and thrusts it suddenly aloft, often to the accompaniment of violent wind and thunderstorms. The turbulence is usually brief and localized, however, and terminates abruptly with a dramatic "broom-in-the sky" dispelling of clouds. A warm front, which evolves when a warm air mass slowly overtakes and slides over a cooler one, may cover large areas—perhaps several states or even whole sections of the country—with dreary, rainy weather that persists for days. An occluded front develops when a cold front overtakes a warm front and hoists it completely off the ground, so that the line of contact between them is aloft. It brings the characteristic features of both cold and warm front disturbances. And once in a while a cold or a warm front simply stands still. In such instances the front is known as a stationary front, and the weather remains fixed until the front moves on.

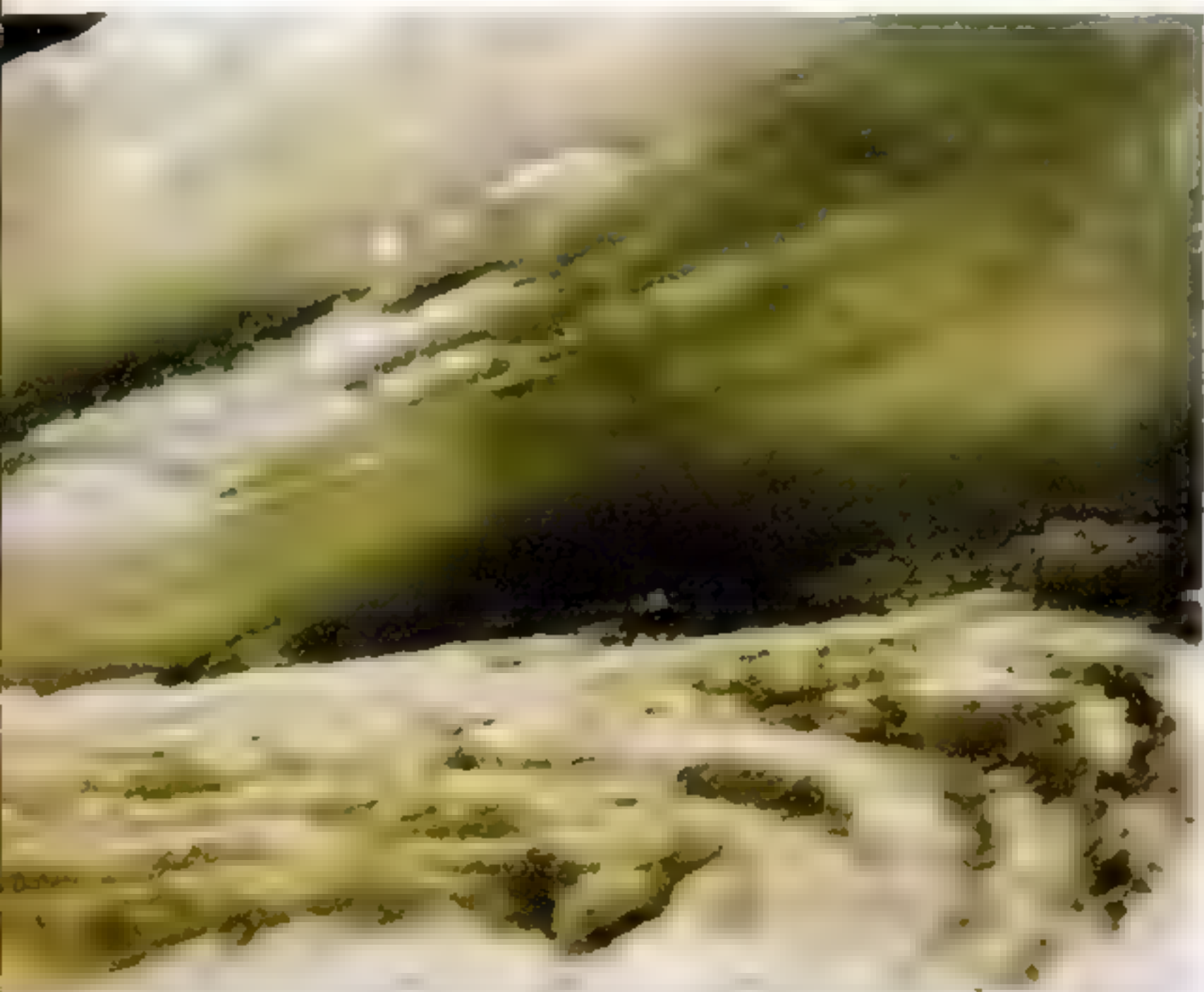




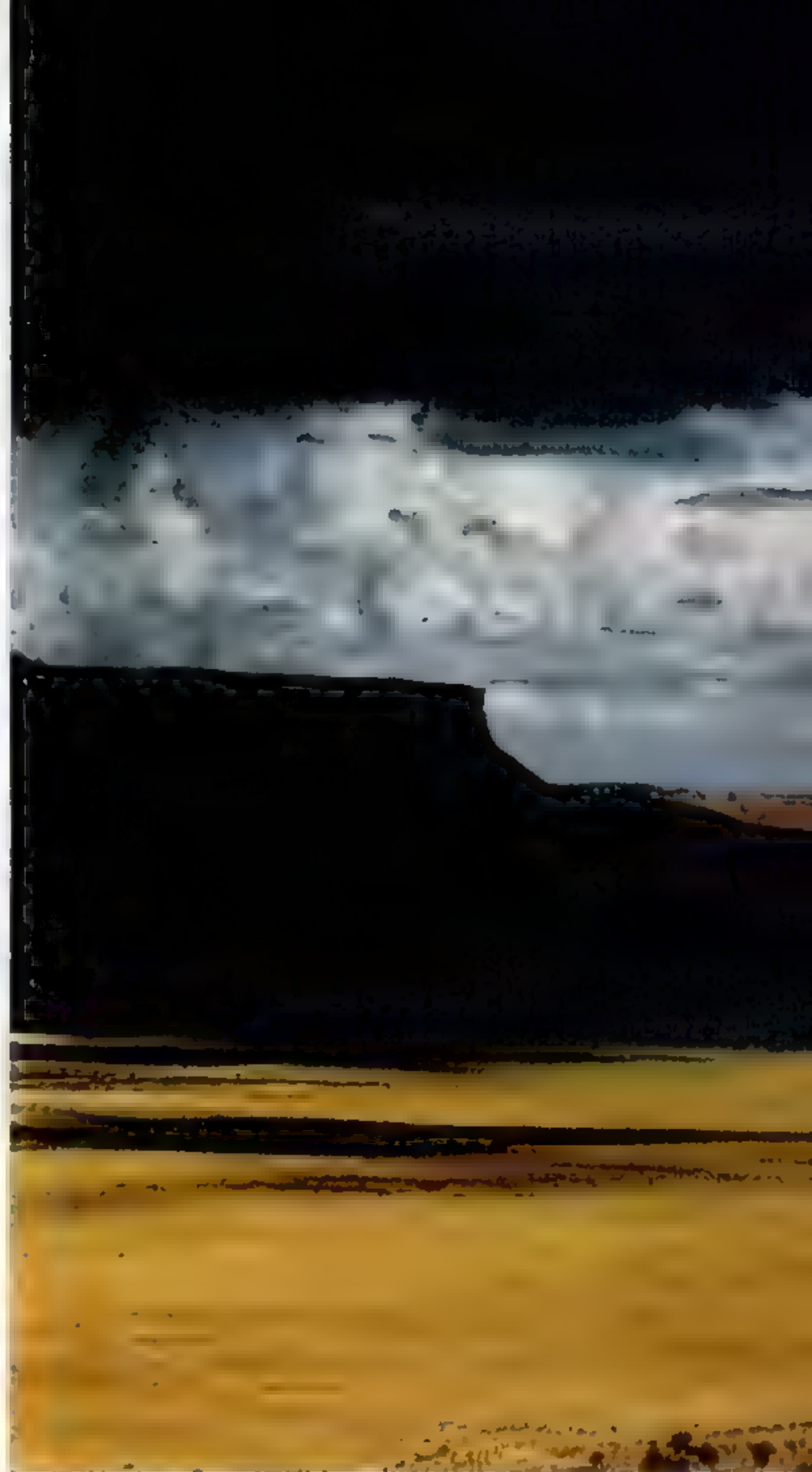
**AN APRIL SHOWER** descends from congested cumulus clouds hovering over warm and calm land. Clouds like this one represent an intermediate type between heavy fair weather clouds and the ominous cumulonimbus shown below.



**THUNDERHEADS** develop from other cumulus forms when rising air carries them to great heights. Their anvil tops, towering 20,000-30,000 feet high, are flattened by stable layers in the atmosphere which prevent them from rising higher.



**THE INNER WALL OF A TYPHOON** is formed by a great rotating mass of dense clouds, whirling at high speed around a central "eye" or area of calm. In this Air Force photograph the top of the eye can be seen in the upper left corner.



**A THUNDERSTORM** in Arizona takes shape when the air is heated by the sun so that it rend its interior creates conditions that result in the separation of the air from the development of electrical discharges between different parts of the cloud. A

## STORMS, LIGHTNING, RAIN

It is in zones of low pressure, like whirlpools in the atmosphere, that where warm and cool air meet that the temperature of the air is so great that it can be seen from the quick passing squall to the wildest storms that know the hurricanes of tropical seas.

A hurricane's inception is tranquil. Somewhere in the deluge, where the hot sun has glared down day after day on a sluggish, windless sea, still air begins to rise. And as this light air floats aloft, heavier air drifts in to replace it and joins the rotary swirl. Thick clouds mass overhead, torrential rains descend, lightning cuts the darkling air, and the fierce winds whirl around the central "eye" of the storm with velocities up to 150 mph. The great storm will then move across the sea until perhaps a fortnight later its stupendous energies are spent.

No less spectacular, though more familiar to most men than these furious cyclonic convulsions of the air, are thunderstorms. Like all atmospheric disturbances, they evolve from the interplay of sun and water and, paradoxically, from the coelest of all clouds, the fleecy white cumulus of sunny summer days.





typical thundercloud is divided into three zones: lower, central and upper. Of these the central zone is the most active; it is predominantly negative in charge. The upper zone tends to be positive, the lower zone nearly neutral.

Under certain conditions of temperature, humidity and wind movement, cumulus clouds build up into lofty, anvil-topped cumulonimbus formations, towering 20,000-30,000 feet into the upper air. Palpable and castellike in appearance, these giant cloud masses are actually dynamic cells of turbulent energy, seething with hidden forces. Their turreted battlements and inner ramparts are torn by violent updrafts and downdrafts, within which droplets of water are continually being swept aloft and plummeted earthward, now frozen into hail or snow, now evaporated into invisible vapor, now melted again to rain.

The processes by which a cloud manufactures rain remain obscure; it appears that several mechanisms may operate, varying with the temperature of the cloud. In the cold upper strata of lofty clouds it is believed that water vapor congeals on tiny floating crystals of ice which continue to grow until they are heavy enough to fall. On reaching warmer levels they melt and descend as rain. At lower levels raindrops may form through the simple coalescence of minute droplets into larger ones. But there appear to be other requirements. One theory demands the presence of microscopic nuclei, in the form of dust or salt particles, upon which the water vapor can condense to form the cloud droplets. Another theory holds that electricity plays an essential

Eventually the growing negative potential of the active central zone far exceeds the positive charges elsewhere within the cloud. When this potential grows to between ten and one hundred million volts, a flash of lightning is produced.

role in rain formation. Until it starts to rain a cloud has no electrical field, for although each tiny water droplet carries an electrical charge, it is surrounded by a sheath of ionized air molecules carrying an opposite charge which neutralizes it. It is believed therefore that a cloud can shed rain only when some agency intervenes to upset the electrostatic balance—perhaps a sudden updraft that sweeps the neutralizing ions to the upper part of the cloud and thus permits the charged droplets to coalesce and fall, gathering other drops in their descent.

At times the negative charge within a cloud builds up to a point where it must be relieved by a discharge within the cloud or else from the cloud to earth. The exchange of electricity between cloud and earth takes the form of several swift, two-way impulses of which the strongest are usually from earth to cloud, hence the brightest visible lightning flashes are probably traveling up rather than down. The light is produced by the ionization and excitation of molecules of air in the path of the bolt. Behind each stroke lightning leaves a wake of heated air. The sudden expansion of this air creates a train of wave-like vibrations that radiate in all directions. When these vibrations reach the ears of man, he calls them thunder.





**A SEA OF STRATUS CLOUDS** grows in the morning light, formed by warm air rising over a cool surface. Clouds are smooth above and below, but may be anywhere between ground level and 2,000 feet.

**A VEIL OF CIRRUS CLOUDS** can be as high as 10,000 feet, made of delicate, hair-like clouds. They are often the first clouds to appear in the morning or the last to disappear in the evening.







**ALTO-CUMULUS CLOUDS** usually ride between 8-18,000 feet, above summer cumulus (*right*) and below the cirro-cumulus (*right, below*). They are sometimes formed by wavelike currents of air, sometimes by the breakdown of stratus layers.

## THE AIR: WATER VAPOR AND CLOUDS

**A**LTHOUGH the frowning thunderhead represents the most spectacular of cloud structures, the blue ocean of air is continually flecked and dappled, white-capped and gray-mottled, with a variety of ever-changing vapor patterns that alter with geography and season and produce much of the beauty and diversity of the sky. However they may vary, from the feathery veils of high cirrus to the billowing cottony fluffs of summer cumulus, all clouds are woven of the same diaphanous substance—water vapor made visible, hovering in the air at altitudes determined by the winds, temperature and sun.

If all the water vapor in the atmosphere were precipitated in a single sudden downpour, it would cover the globe with a layer of water only one inch deep. Yet this sparse but unique gas represents one of the most crucial components of the air, without which the earth would have neither life, as man knows it, nor changing weather. Without water vapor the earth would be suffocated beneath rolling clouds of wind-blown dust and would experience more rigorous extremes of temperature. For the movement of water vapor, both vertical and horizontal, constitutes one of the earth's most important mechanisms of heat transfer. Twice a year, for example, 10,000,000,000,000 tons of air roll across the equator from the summer to the winter hemisphere, carrying along billions of tons of water vapor that help to moderate and equalize the difference between the hot and cold areas of earth. The ability of water vapor to absorb radiation, especially long-wave radiation from the earth's surface, plays a vital role, moreover, in maintaining the temperature balance that sustains all terrestrial life. Of the total amount of radiation leaving the surface of the earth, only about 15% is lost to outer space. The rest is trapped by the atmosphere, largely through the agency of water vapor.

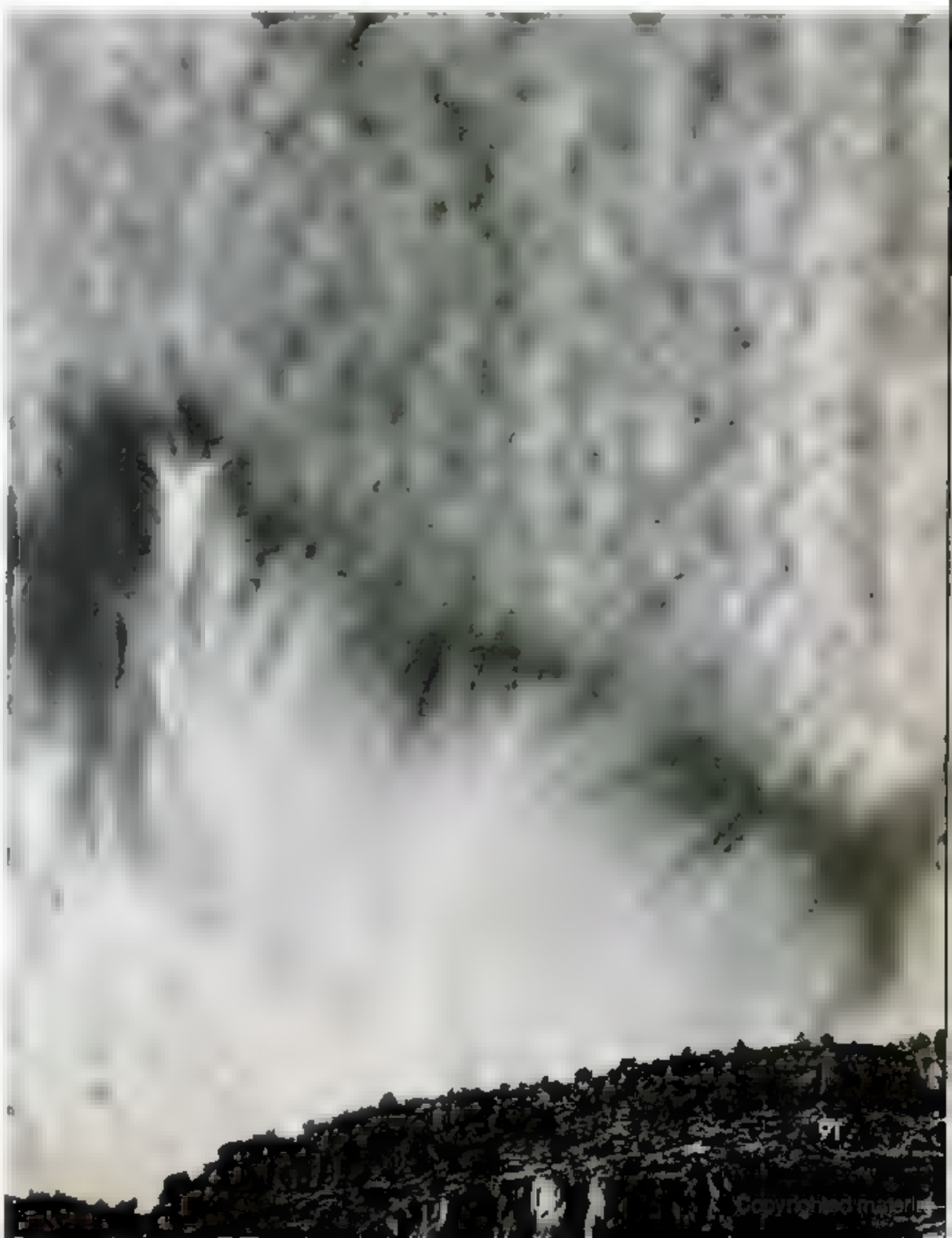
On clear, dry days water vapor is invisible. But from time to time it makes itself seen—now falling in the form of rain, hail or snow, now coating the limbs of trees in a glistening armor of ice, now hanging like jewel-drops in a cobweb, spangling the grass with morning dew or frost. And when it condenses into tiny droplets (so minute

CONTINUED ON NEXT PAGE

**CIRRO-CUMULUS CLOUDS** soar at altitudes above 18,000 feet. Like all the high clouds, they are composed of ice crystals rather than water droplets. This formation, known as "mackerel sky," may indicate the approach of a warm front.



**FAIR WEATHER CUMULUS** is the most frequent and familiar cloud formation of the lower atmosphere. Each cloud is top of a column of air that has risen from the sun-warmed ground to condensation level. They range from 3-10,000 feet.







**A BANNER CLOUD** streams from the summit of Mt. Baker, Wash. Such clouds adorn many of the

earth's highest mountains. They are formed by the sudden cooling of air as it is thrust up over the peak.



**CUMULUS MAMMATUS** is a rare cloud variety. It is loaded down late with a heavy load. In

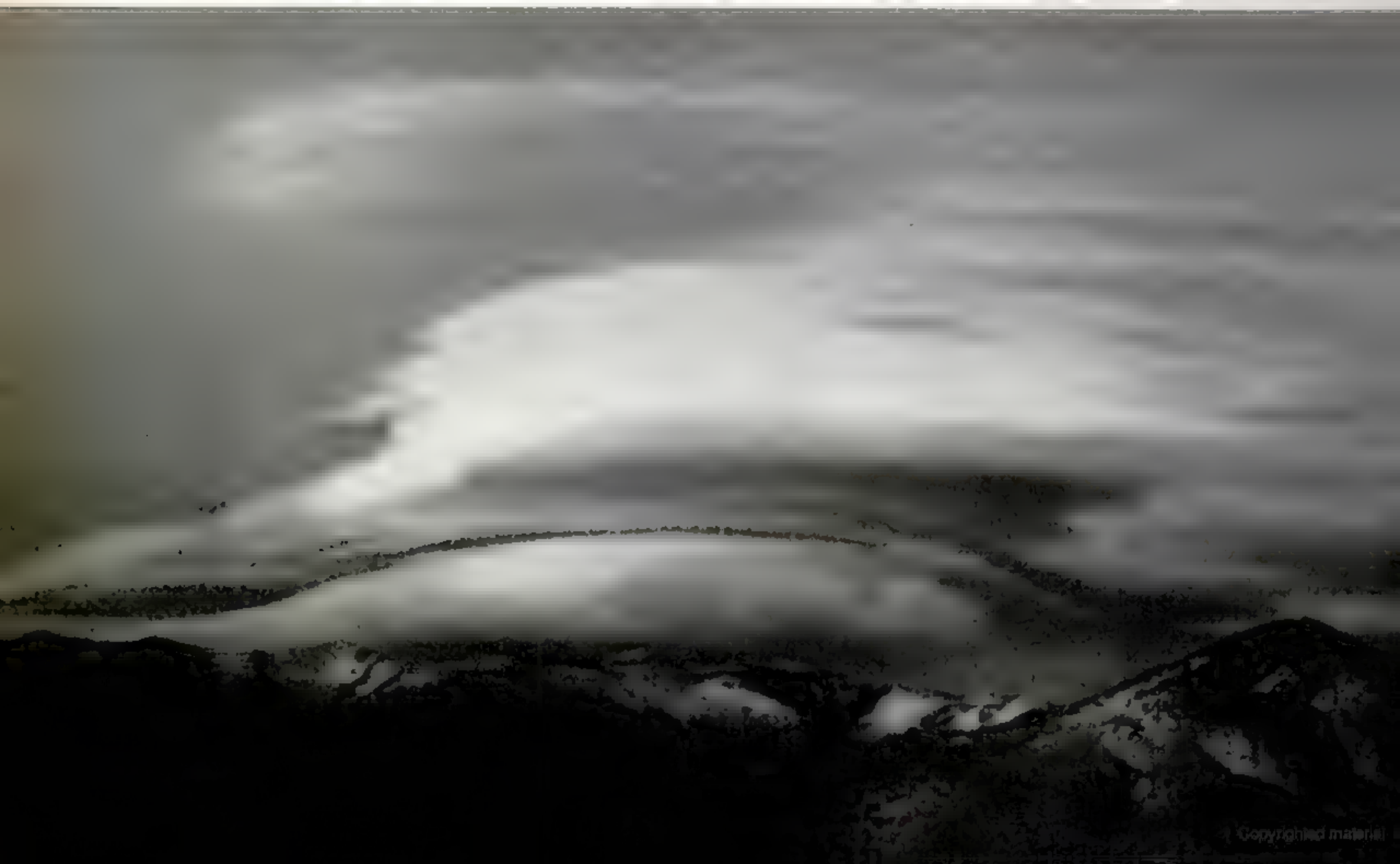
it would take five billion to fill a teaspoon) and enshrouds the earth in a pearly, translucent mantle, men call it fog—or, riding aloft, a cloud.

The transition of water vapor from the invisible to the visible state depends primarily on temperature. For warm air can hold more water in transparent vapor form than cold air. When saturated air is sufficiently cooled, condensation occurs. There are several ways in which this process may take place. After sundown, for example, the earth yields back the heat of the day, cooling the lower layers of air and

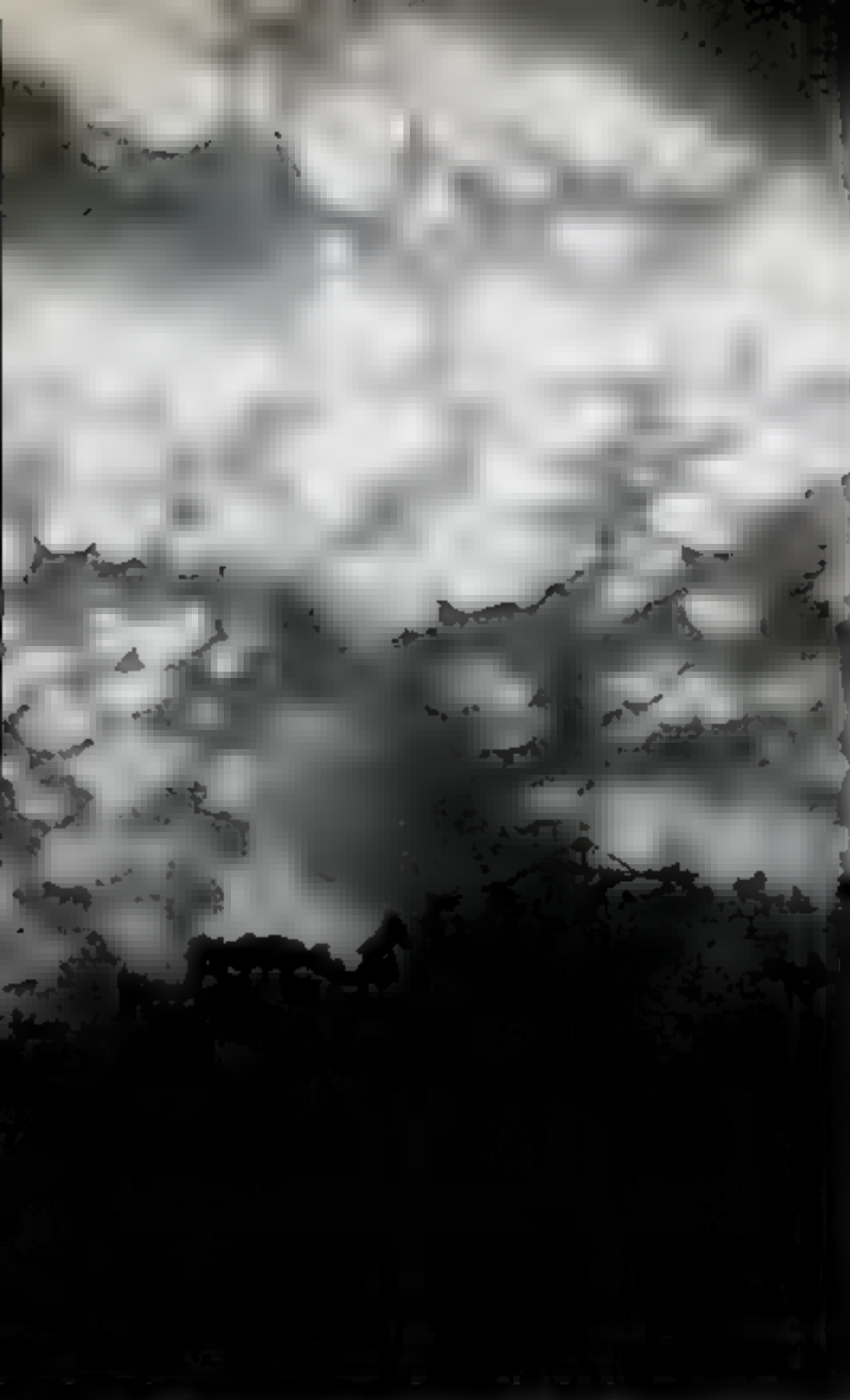
causing dew and ground fog to form in valley bottoms or over the marshes and moors. Sometimes tree walls carry water over their surfaces, creating fog and sheets of dew—thus cloud. Thus in wintertime moist breezes from the sea may blow a lead over a frozen landscape and produce the wet fogs characteristic of many coastland areas. Or in summertime warm air from the land may blow out across cool offshore waters, and then the fog will overtake the shores of the coasts of Newfoundland, Labrador and Maine. Or a wind may blow

**LENTICULAR CLOUDS** form over mountains, where currents of moist air are thrust aloft, cooling and condensing as they ascend. Here at Las Alamos, the

wind blows from the west. The clouds are produced on the windward side of the mountain and are known to exist in a permanent form.







this photograph the under side of the main cloud is shown, studded with udderlike protuberances.



**FREAK CLOUD** may have been formed when erratic eddies sucked streamers from the body of a larger

cloud. Such accidental structures are unstable and usually evaporate quickly into surrounding dry air.

same process may be seen in the sweating of a glass of ice water or any cold drink on a humid summer day.

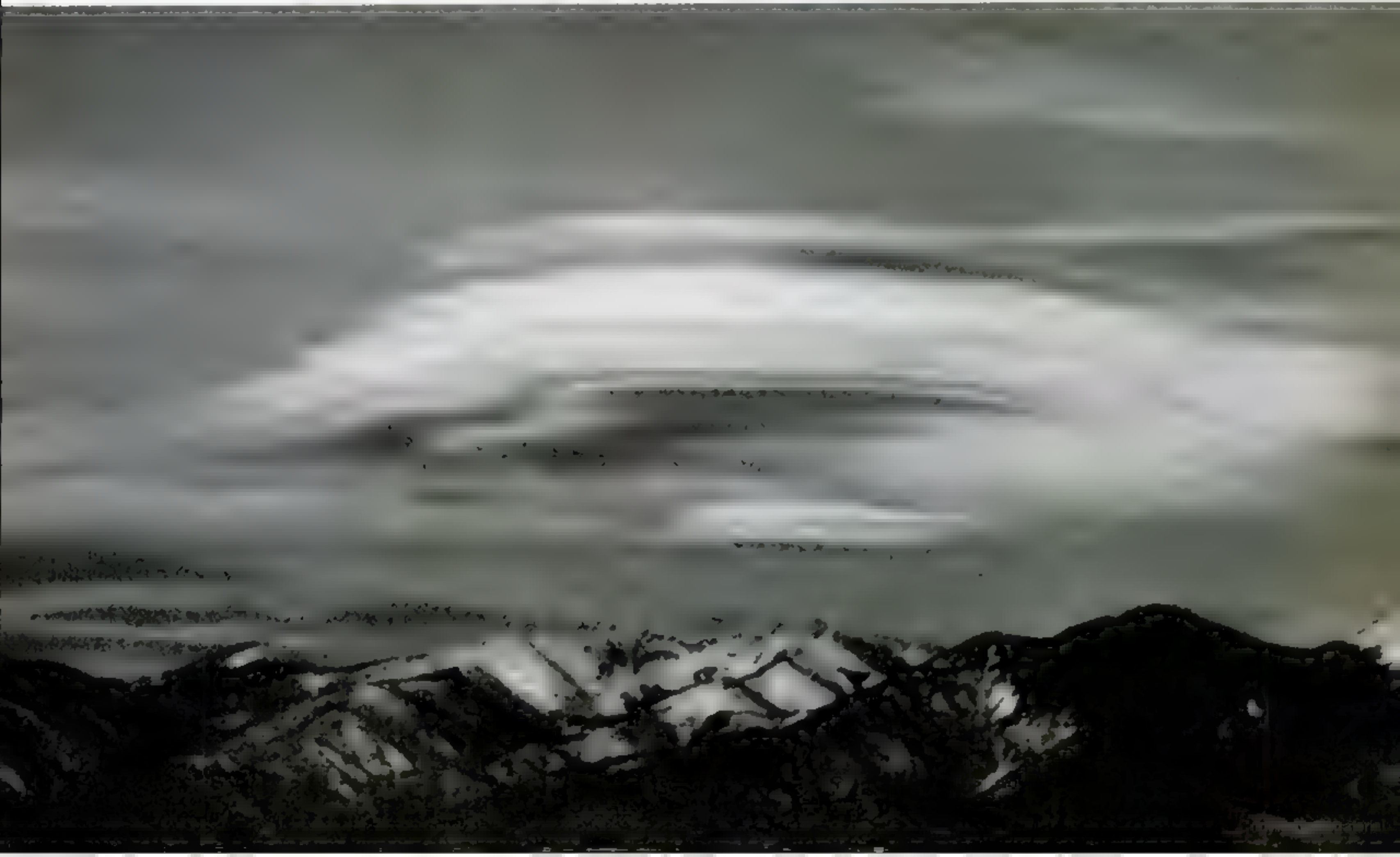
A somewhat different mechanism of cloud formation is known as convection—the rising and cooling of air—and it is this that engenders both the fierce hurricane and the soft cumulus of tranquil summer days. If air currents were visible, one might look across a landscape on a warm July afternoon and see innumerable columns of sun-heated air rising from the ground, each supporting a white cumulus

cloud. For each cloud represents the visible capital of a convective column of ascending air beneath it. The height at which the cloud forms indicates the temperature level at which invisible water vapor condenses into visible droplets. Somewhat in the same way, warm air traveling in a horizontal direction may ride up a mountainside on the back of the wind, cooling as it rises and condensing as it cools. It is for this reason that many of the great mountains of earth wear on their summits, on windy days, a cap of white cloud.

CONTINUED ON NEXT PAGE

Then the air flows downward to the right, drying as it descends. A lenticular or lens-shaped structure is thus formed. At right center the air starts upward again

and forms a similar cloud over the peaks at right. Such clouds have been likened to waterfalls: fixed in position, but composed of ever-changing material.





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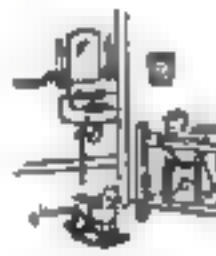
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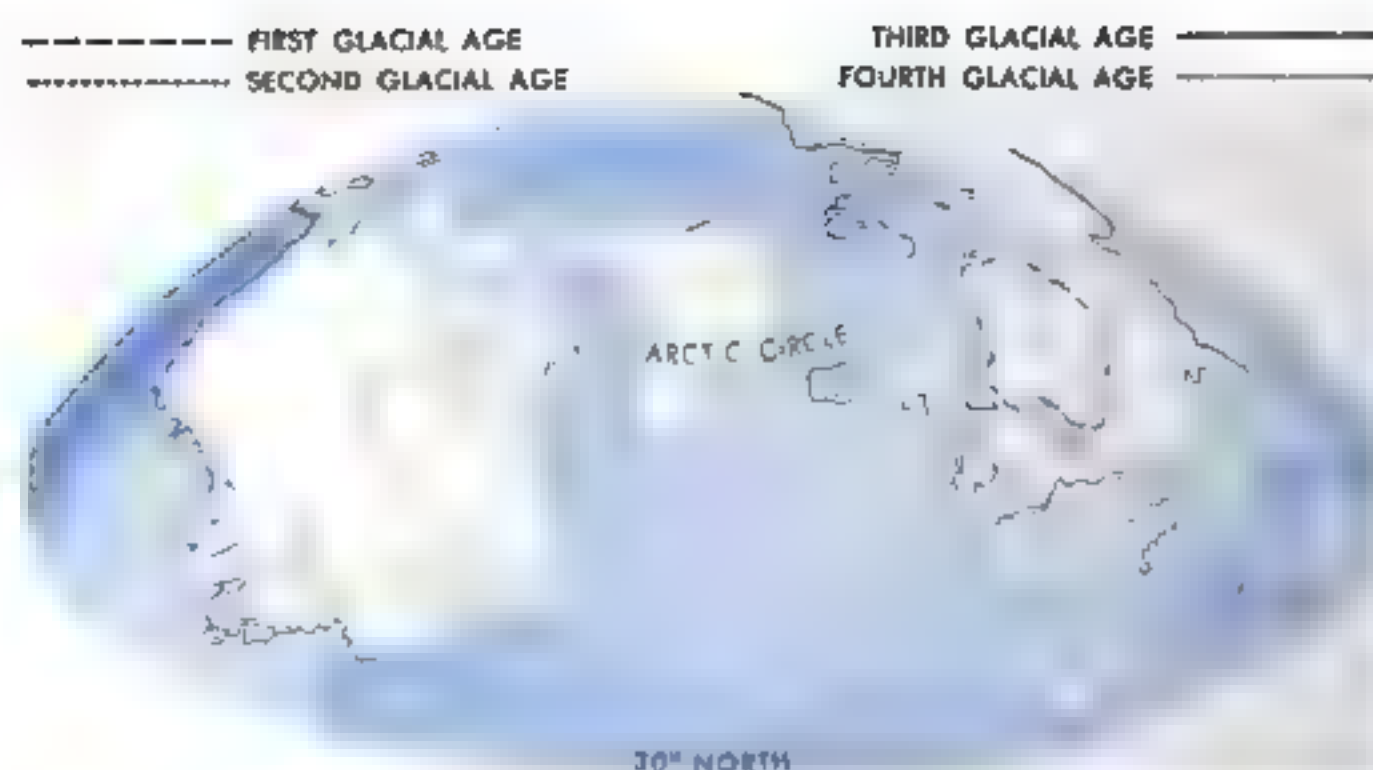
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THE LAST GREAT ICE AGE, which began about one million years ago, was marked by four major advances, punctuated by periods of recession. Although in many areas the frontiers of maximum encroachment remain uncertain, the crude boundaries shown here are generally accepted. Wherever a single line appears, it means that the limits of greatest advance of the different periods coincided too closely to be resolved. Coastlines at the time of the last advance are indicated by a lighter tone. The last major advance began about 50,000 years ago. For the last 10,000 years the glaciers have been generally receding.

## THE AIR: CLIMATE AND HISTORY

MORE than any aspect of nature, the stately procession of clouds, floating full-sailed across the sky, changing shape and color with the changing angle of the sun, massing and dissolving at the caprice of the winds, has imparted to mankind a sense of evanescence, of the mutability of beauty, life and daily circumstance. "Fickle, short-lived clouds," Wordsworth called them, contrasting their ephemeral existence with the permanence of the "everlasting stars."

To man the basic framework of the world—the sun, the sea, the mountains—has always seemed an eternal stage on which the transitory cycles of life and the inconstant moods of weather are fleetingly projected. Owing to the limits of his temporal vision he often fails to detect vaster, slower changes in the physical world about him—like the rise and fall of ocean levels, the rise and fall of mountains. Ever aware of day-to-day fluctuations in the weather, he tends to assign a certain permanency to climate. For weather is merely the condition of the air at a particular time and place, a single state in the series of states that constitute climate, which is the average weather of any locality. Yet in the grand perspective of Earth history, the aberrations of climate down the centuries appear as eccentric as the day-to-day vagaries of the weather. One cannot assume that Brazil has always been as hot as it is today, or the Sahara always as dry, or that the temperature mean of England is the same now as it was in the reign of Alfred.

At the present time the earth's overall climate is far more rigorous, and distinguished by greater extremes of heat and cold, than it has been throughout most of the last one and a half billion years of geologic time. For most of its existence the climate of Earth has been comparatively uniform and genial, and temperature differences relatively small; its polar regions were ice-free, fairly temperate and fertile; animals ranged more widely and plants spread over areas that are barren today; oceans covered great areas of the present continental masses, and warm currents flowed to the poles through broad channels. This benign state of affairs, which prevailed for the greater span of terrestrial time, is the normal climate of our planet. Intervening interludes of severe but brief climatic change are considered by geologists and climatologists as "abnormal," and they represent less than one-fifth of geologic history. The last such period began about a million years ago and reached its most recent peak some 10,000 years ago when the great ice sheets started to recede from a line passing near the present locations of Syracuse, Milwaukee and Des Moines. Climatologists disagree as to whether we are living today in the final phases of an ice age or merely in a temporary cycle of recession within the greater glacial epoch. In any case the entire history of man has been enacted in "abnormal" times; he has never known the "normal" climate of his planetary abode.

At least four times within the last million years the icecaps have advanced and retreated, and the earth's multifarious animal and

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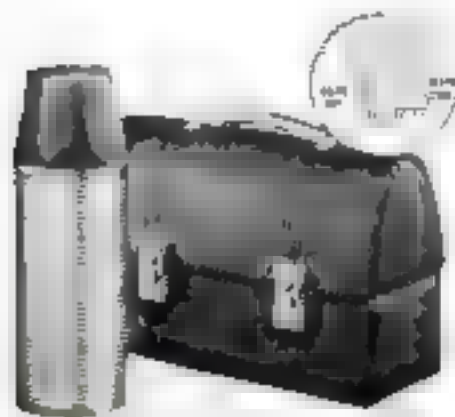




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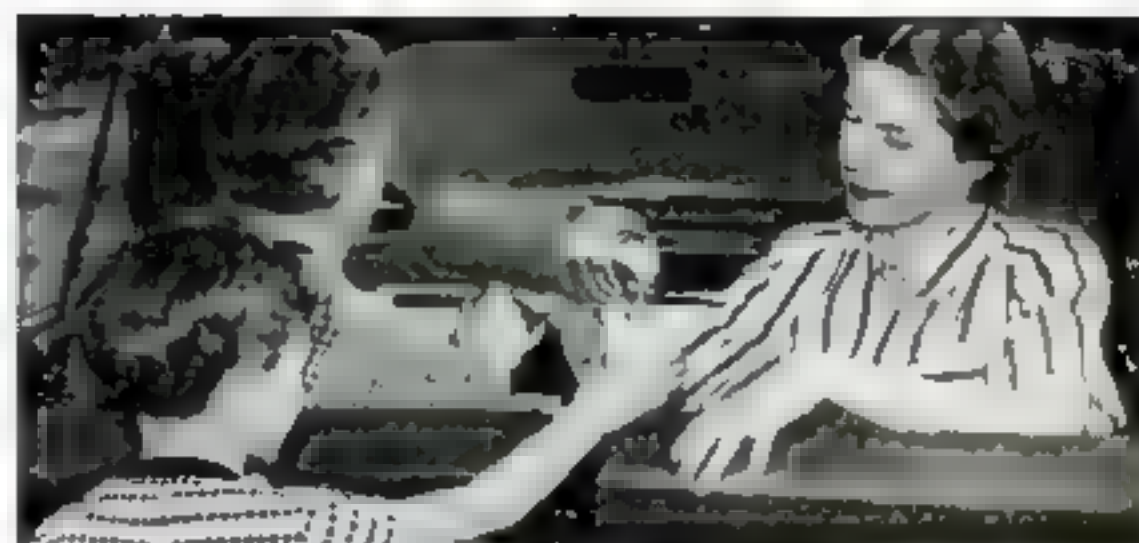
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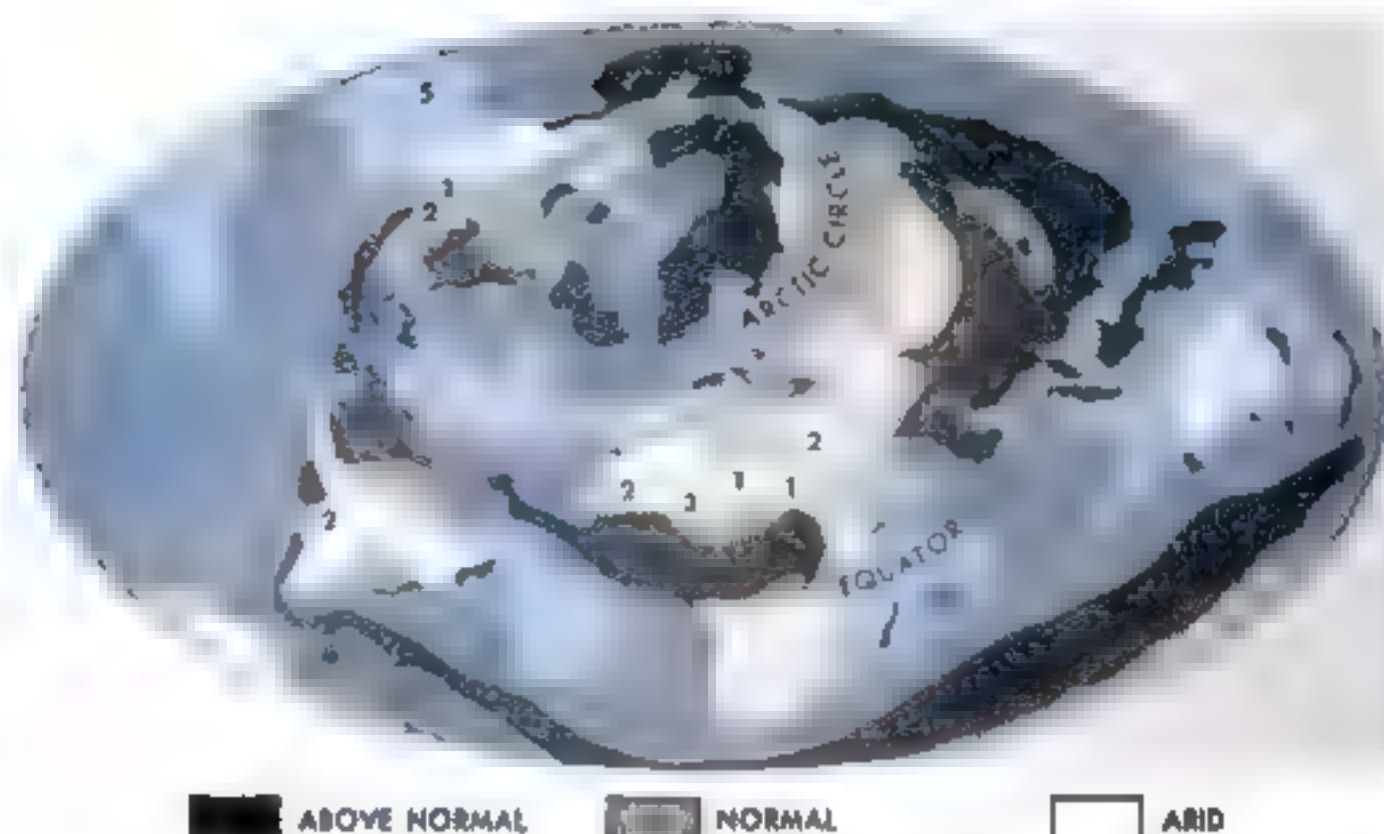
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JULY



**THE RAINFALL PATTERN** of the globe, shown in the two maps above, varies from season to season and place to place. Regions of heavy rainfall (over four inches per month), normal rainfall, and aridity (less than one inch per month) are indicated by different shadings for an average July and an average January. The numerals indicate regions of weather extremes, as follows: 1) Hottest places are Death Valley, Calif., a region in Libya where temperatures reach 134-136°F. in the shade, and the port of Massawa on the Red Sea, which has a mean annual temperature of 86°F.; 2) Driest places are in the Sahara Desert,

## THE AIR CONTINUED

plant life advanced and retreated with them, like armies maneuvering along a changing front in a titanic struggle for existence. All over the face of the earth, local climate and living conditions responded to the march of the glaciers. In the tropics and subtropics their advance and recession seem to have been reflected in alternating periods of wet weather and dry. Each invasion of the ice thrust the rain belt farther south, converting deserts in Africa, Arabia and Asia into fertile grasslands and savannas. Then with the retreat of the ice they became arid once again.

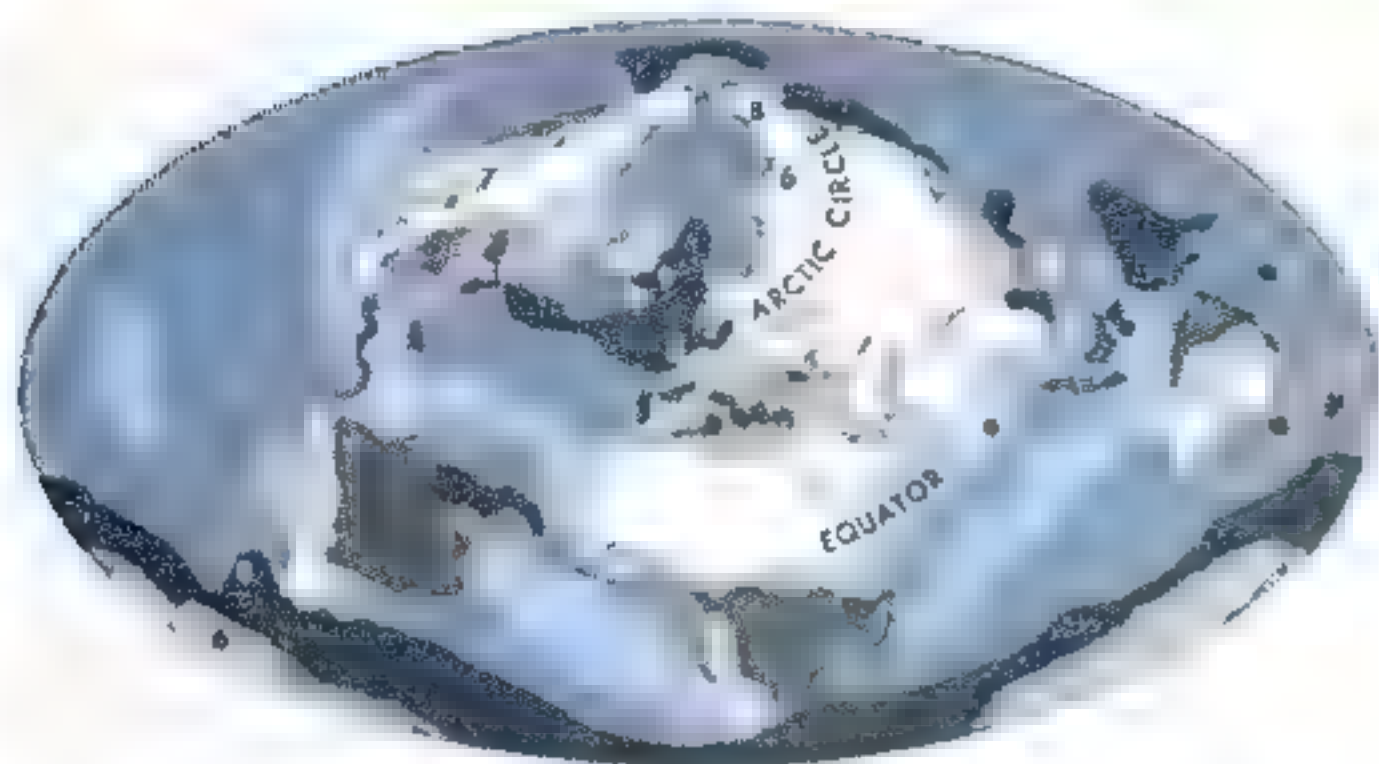
Even within historical times cyclical changes in climate have been recorded and often profoundly influenced the course of history. Recurring intervals of wet and dry climate produced fluctuations in desert and forest growth, which before the advent of the road-building Romans affected the distribution of human society. Some climatologists believe today that the mysterious Maya ruins in Yucatan and the lost city of Angkor in Indochina can be explained as the relics of civilizations that succumbed to a climatic change. Both the Maya and Cambodian cultures developed to a high level during successive centuries of relatively dry weather. Then in time rainfall increased; the tropical forests advanced and literally engulfed the great cities whose intricately sculptured edifices lie crumbling today surrounded by the vines and tendrils of the jungle. The varying rains affected not only forests, but lakes and rivers, producing alternating eras of drought and flood. Some authorities suggest that a great flood in the Second Century B.C. may have induced the Cimbri to migrate from Jutland south to Gaul.

It has been observed that eras of discovery, invasion and conquest in northern latitudes have often coincided with periods of glacial recession and warm climate. At the time of the Norman Conquest, England was a grape-growing country; Greenland, which was settled in 986, provided pasturage for cattle and sheep. But in the next three centuries references to vineyards in England vanished from literature, and the graves of colonists in Greenland became ever shallower as the ground froze more deeply. During the 15th and 16th Centuries—most vigorous of all epochs of exploration and commercial expansion—the glaciers retreated once again. They advanced anew in the 1600s and continued to push southward in some areas until 1850—a period during which some villages in the Swiss Alps were obliterated by the encroaching ice.

Some authorities believe that high civilization and a certain type of climate go hand in hand. The optimum climate for human activity appears to be characterized by moderate temperatures and frequent barometric depressions providing both adequate rainfall and the stimulation of changeable weather. It was in such climatic circumstances that the great civilizations of Egypt, Mesopotamia, Greece and Rome evolved. Their eventual decline and the shifting



JANUARY



Palestine, the U.S. Southwest, and Chile; 3) The sunniest area is the Sahara Desert; 4) The calmest zone is in the doldrums near the equator; 5) Wettest places are in the Hawaiian Islands, where 476 inches of rain fell in one year on Mt. Waialeale, and Assam in India; 6) Coldest places are Verkhoyansk, in Siberia ( $-90^{\circ}\text{F.}$ ), and Antarctica; 7) The snowiest region is in the Sierra Nevada; 8) Windiest places are in the belt of westerly winds from  $40^{\circ}$  to  $50^{\circ}$  south latitude, the North Atlantic near Iceland, Kamchatka, and Mt. Washington, N.H.; 9) Stormiest areas are near Iceland and the Aleutian Islands.

of civilization to the north may have been the result of a northward shift of the circumpolar rain belt and the consequent desiccation of the Mediterranean area. One scholar has correlated the rise and fall of Roman culture with rainfall, showing that precipitation was abundant during the vigorous life of the early republic, then diminished for a while, became abundant again during the heydays of Caesar and Augustus, and from 80 A.D. on declined steadily in step with the decline of the empire.

The variable climate productive of high civilizations of the past is found today, among other places, in Great Britain, France, Germany, the Scandinavian countries, Japan, parts of the Soviet Union, and parts of the U.S. and Canada. Yet for the last century temperatures have shown an upward trend. This has been particularly true in the last four decades, during which glaciers have been in retreat all around the world. The reasons for this gradual warming of the earth cannot be defined with certainty. One suggested explanation is an increase in the carbon dioxide content of the atmosphere. Along with water vapor and ozone, carbon dioxide helps to trap the earth's heat within the greenhouse of the atmosphere and prevents it from radiating away into space. In the last half century the carbon dioxide ratio in the atmosphere has increased by 10%, a phenomenon which some attribute to expanding industry, pointing out that six billion tons of carbon dioxide pour from factory chimneys every year. Other authorities believe that a more important factor may be the decimation of forests, which consume great quantities of carbon dioxide, and the disturbance of the soil which exhales it.

However he may ultimately revise or pollute the atmosphere in which he dwells, man appears now to confront a more immediate problem in learning to survive without any atmosphere at all—i.e., in outer space. The difficulties of space travel would be less complex if gravitation were the only obstacle to be overcome. But it is the rapid disappearance of the atmosphere with increasing altitude that magnifies all hazards. Any space ship in which men hope to live must carry part of the earth's atmosphere along with it. Should its skin be perforated in flight by an errant meteor, its occupants would die violently in a crescendo of physical reactions. They would lose consciousness for lack of oxygen in about 15 seconds; they would drown in their own body fluids; their blood and all other intercellular and extracellular liquids would literally boil. Even barring such a dire contingency, the problem of air conditioning a space ship would remain—oxygen for the entire crew would have to be carried along, foul exhalations chemically absorbed, and the air mechanically circulated. In man's natural environment the air around him is kept in circulation largely by convection—his exhaled breath and the sheath of air that sur-

CONTINUED ON NEXT PAGE

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## A NOTE OF ACKNOWLEDGEMENT

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## THE AIR CONTINUED

rounds and is warmed by his body drift away because they are warmer and lighter than the contiguous air. As a consequence his perspiration can evaporate and dry air can constantly circulate above his skin, helping to maintain his uniform body temperature. But outside the earth's gravitational field there would be no difference in the weight of warm and cool air; convection would cease and members of a space ship crew might be stifled in a noxious cloud of their own manufacture. And there are other problems involving temperature and exposure to dangerous solar radiation that derive directly from the absence of the protective atmosphere.

So in dreaming of a passage beyond his natural medium of existence man will indeed be casting himself into an environment for which he was never designed. Ancient cosmologists were not altogether wrong when they regarded the blue vault of heaven as the palpable roof or ceiling of the world. For the blue sky does indeed mark the upper boundary of the useful, life-giving atmosphere—the surface of the airy ocean on whose floor man dwells and above which he may not rise unarmored into the hostile and limitless domain of interstellar space. In its combination of beauty and mystery, the ever-changing canopy of air that encompasses and shelters the earth, that gives it light and warmth, color and rain, and provides the breath of all living things, has always stirred the emotions of perceiving man. "Sometimes gentle, sometimes capricious, sometimes awful," wrote John Ruskin of the sky, "never the same for two moments together; almost human in its passions, almost spiritual in its tenderness, almost divine in its infinity."

## NEXT: HOW LIFE EVOLVED ON THE EARTH

With "The Canopy of Air" LIFE's series on "The World We Live In" completes its description of the planet's physical properties. The next article deals with the origin and development of living things. Sixteen pages of paintings will explain the genetic basis of evolution, then go on to a visual narrative of Earth's endlessly changing life, beginning with the one-celled sea creatures of two billion years ago and ending with the monstrous lizards called dinosaurs which ruled the land during the Age of Reptiles. A subsequent article will describe the course of evolution from the time of the primitive mammals to the appearance of modern animals.





How to be  
a smart  
cotton picker

Naturally, it's smart to pick cotton for your sports shirts . . . because cotton is so cool, comfortable, washable, long-wearing. But it's even smarter to pick cotton sports shirts by Van Heusen!

The fabric is woven from the finest cotton yarns. Buttons are genuine ocean pearl. The brilliant colors are vat-dyed . . . won't fade in sun or washer. So pick Van Heusen cottons—and you're sure to pick a winner! **\$3.65, \$3.95, \$4.95, \$5.95.**

**Van Heusen**  
cot'n sport shirts





# Stock up on **NABISCO**



## CARNIVAL

**1.** Cutest little snack-size cookies ever! NABISCO COCOANUT BARS have real shreds of tender cocoanut, crunchy crispness. Get some!

**2.** Hurray for the smooth-as-smooth fondant... cheers for the crisp, wonderful wafers, in NABISCO WAFFLE CREAMS! Try 'em once, love 'em forever!

**3.** Finest Calimyrna figs, and more of 'em make FIG NEWTONS CAKES best! Tender, golden cakes. Many imitators, but none half so good!



# cookies now at your grocer's!



## OF FAVORITES

The kind of  
cookies you love most  
**NABISCO** bakes best!

**4.** Brand-NEW and grand, too! Try SWISS CREME SANDWICH for a teasy flavor, creamy filling between delicate vanilla cookies.

**5.** Head for that dainty party treat, NABISCO VANILLA WAFERS! Golden, crisp, just-so-sweet . . . with a tiny bit of lemon tang!

**6.** Real chocolatey wafers . . . creamiest filling . . . make OREO CREME SANDWICH best in the land! In regular packages, or cellophane.



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At Southampton—smart guests agree on **PM**

For taste,  
**PM's** preferred  
to whiskies  
costing up to  
\$1. more—

and the  
difference you  
save buys  
you up to  
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**PM—the dividend whiskey—**  
gives you  
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At Southampton, discriminating guests prefer PM  
over the world's most expensive blends. You, too,  
will recognize the special excellence of this truly  
great whiskey...its mellowness, its smoothness,  
its delightful **TASTE**. Best of all...PM's  
remarkable **DIVIDEND IN VALUE** lets you enjoy it  
often, without extravagance. Get PM tonight...  
it's America's **SMARTEST** buy!



Enjoy today's magnificent **PM**—the dividend whiskey!

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**HUGGING SCENE** between Nina Foch and Stephen Elliott in *Danger* leaves Lumet dissatisfied.



**WITH GIRL**, Lumet takes on the man's role and shows how he should envelop her in passionate hug.



**WITH MAN**, Lumet plays girl's role, shows how she should respond at first with lump indifference.

## DIRECTOR PARTICIPATION

Sidney Lumet kisses, fights, dies, running two top TV shows a week

"In this rat race I ought to be having a nervous breakdown every week," says 29-year-old Sidney Lumet. "But I feel just great."

Lumet's highly successful rat race consists of working seven days every week directing two different CBS television shows, each of which is tops of its kind. Five mornings of rehearsal go to *You Are There*, a re-enactment of historical episodes such as "The Death of Socrates" and "Defense of the Alamo" (pp. 104, 106) and five afternoons go to *Danger*, a series of tense melodramas. On performance days—Sunday for *You Are There* and Tuesday for *Danger*—Sidney gives all his time to each show, ends up exhausted but exhilarated.

Jumping around like a cricket on a hot hearth, Sidney, who has been an actor himself since he was 6 years old, is respected by TV actors because whenever they must do a tricky bit of action he hops in and demonstrates—how to kiss or fight or die.

For last week's "Defense of the Alamo," Lumet devised a 90-second battle in which three cameras alternated between 23 different shots of terrible violence. Directing the performance from the control room (p. 106), Sidney shouted and waved his arms and seemed to die 20 times over. After the final scene of carnage he laughed long and loud, partly out of sheer relief, partly because he felt just great.

**SATISFIED**, Lumet watches final embrace but still urges Nina to give the man a more ardent hug.



CONTINUED ON NEXT PAGE 103



Like flowing  
new life in your hair!

Finesse Shampoo cleanses an entirely new way!  
Attracts dust and grime by "magnetic" action . . . but  
leaves in those natural oils that keep your hair bright  
and beautiful. From one Finesse  
shampoo to the next, your hair  
will be alive with highlights!

Two sizes: \$1.25 and 60c

**Finesse**  
FLOWING CREAM SHAMPOO

- So easy! "Accordion" squeeze bottle measures Finesse right on your hair.
- So quick! Lathers instantly. And a thimbleful is all you need for billows of lather.
- So handy! Captive cap flips open — can't get lost.
- One lathering, one clear water rinse — your hair is bright with life.



Poof!  
there goes  
perspiration!

Where your bath ends . . .  
Stopette begins!  
One swift squeeze of  
this famous flexi-plastic bottle  
gives you double assurance.  
Stops odor . . . checks perspiration  
. . . effectively, throughout your  
longest day. And nothing  
to stick your fingers in . . .  
no mess. No clogged pores.  
Wouldn't you  
feel safer . . .  
with Stopette?

Two sizes: \$1.25  
and 60c plus tax

Stopette  
SPRAY DEODORANT

**Stopette**  
THE ORIGINAL  
SPRAY DEODORANT

Wherever good cosmetics are sold.

**JULES MONTENIER** CHICAGO



**AS A DYING MEXICAN** Lumet falls on his back at a rehearsal of "Defense of Alamo" to show an actor which way he should topple when shot in chest.



**AS A DYING AMERICAN** Sidney falls over a wall. He insisted that dying actors not crumple comfortably but fling themselves violently over barricade.

CONTINUED ON PAGE 100





## You won't get into a fix like this if he spends 2¢ more for a Conmar zipper

Late for the party and wham—the zipper won't budge. Has this ever happened to you? If so, you know how helpless it can make you feel. And how *hopping mad*.

Why does a zipper fail you like this? Most often it's because some well-meaning manufacturer (like the one photographed) is tempted to cut corners. A *guaranteed* zipper, like Conmar, costs him one to three cents more. And though he wouldn't dream of giving you a shoddy fabric or skimpy seams, he may try "just this once" to substitute a cheaper zipper.

This inferior zipper may go into your new party dress. It may turn up in your husband's golf jacket.

Or in the living room slipcovers. But wherever it is, sooner or later a "bargain" zipper will let you down.

What can you do to reduce zipper failures in your home? Two things.

First, be sure to tell your retailer if a zipper causes trouble. He *wants* to know—so he can caution the manufacturer. And second, whatever you buy, check the fabric, the workmanship *and* the zipper.

One way to be sure of getting a dependable zipper is to look for the name CONMAR. Every Conmar zipper *says* CONMAR right on the pull-tab. That's all there is to it. Conmar Products Corp., Newark 1, New Jersey.



This chocolate magic  
makes milk disappear!



**BAKER'S** Instant 4 in 1  
**mixes**  
**faster**  
—and it's more chocolate-y!

The straw vote shows it's best!

Yes, Baker's Instant 4 in 1 has the most unbeatable chocolate-y flavor that ever came through a straw! And it mixes like magic—instantly makes terrific summer coolers everybody goes for! Better get some Baker's 4 in 1 Instant Cocoa Mix today—you don't know what you're missing!

MAKE LOTS OF  
SUMMER COOLERS...  
GET THE 1-LB.  
ECONOMY  
SIZE!



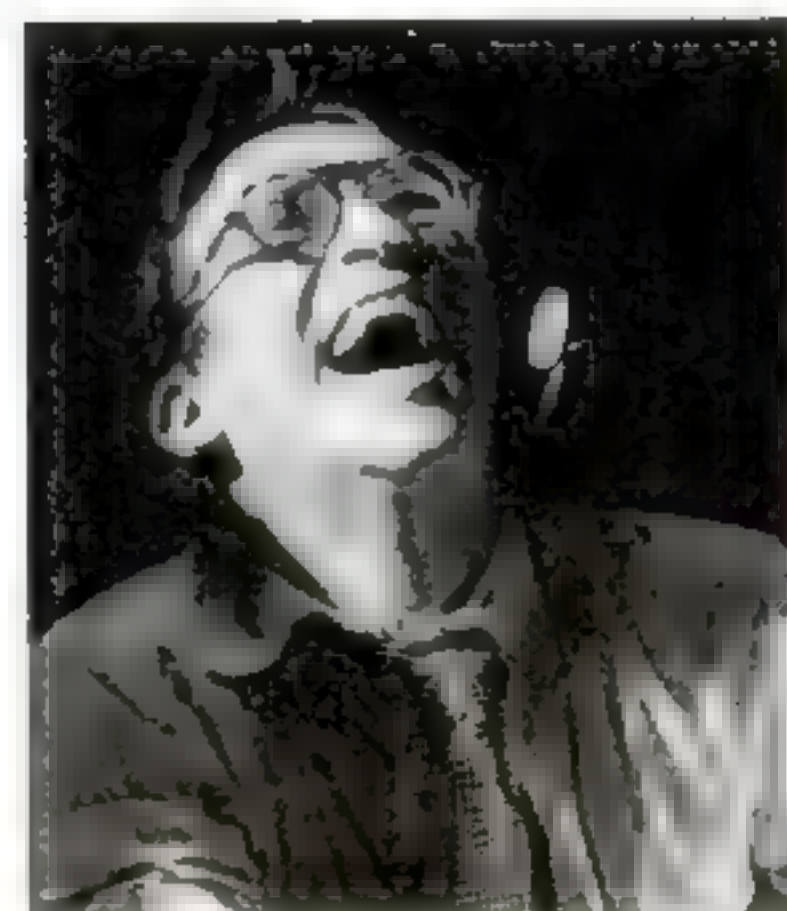
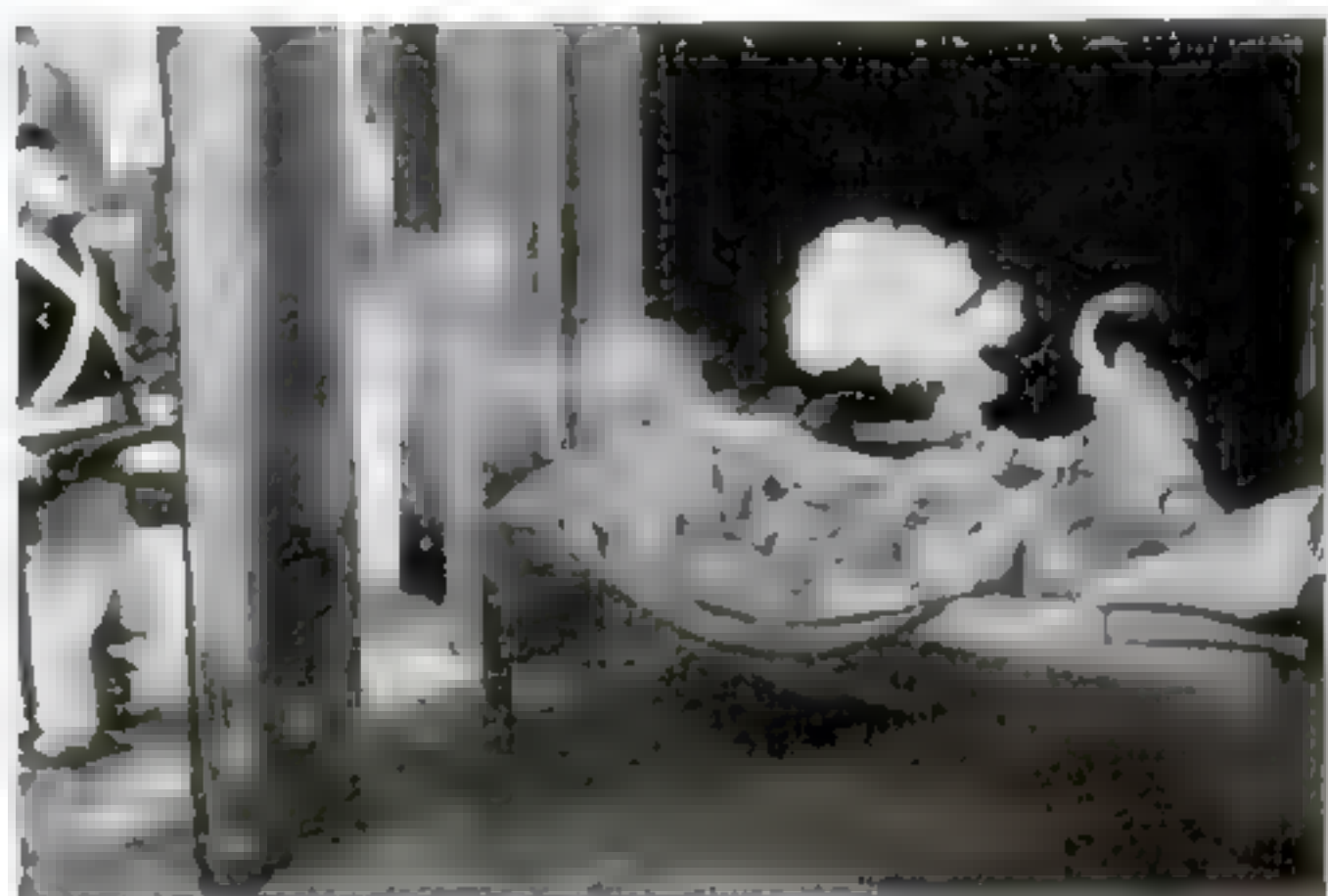
Everything CHOCOLATE tastes best when it's BAKER'S!

Director Participation CONTINUED

## WORK AMID DEATH AND DEBRIS



**ANXIETY** occupies him as he sits in control room while show is on air giving orders over intercom to 18 technicians. At deathbed scene of Colonel Bowie (below) in "Defense of Alamo," Sidney gives cue for gunfire, scowls in sympathy with tragic plight of U.S. soldiers beset by foe.



**EXULTATION** overcomes Sidney at final fall of Alamo (above) after he had cued all stage effects by yelling, "Fire that gun—drop debris—collapse the wall." Only complaint he has about schedule is that it keeps him from wife, Actress Rita Gam (LIFE, Sept. 15, 1952).



# Look like a cool million in Thom McAn's Nylon Mesh Shoes

Nylon mesh is the coolest, lightest fabric that ever beckoned to each passing breeze! Thom McAn uses the identical nylon mesh that goes into highest-priced shoes. It wears "forever." Won't crack. Cleans with a damp cloth. You can wear Thom McAn's nylon mesh shoes anywhere and everywhere, day after day. Wide choice of colors and combinations. They're perfect examples of Thom McAn value. Thom McAn makes their own shoes... sells them in their own stores. So naturally you save. Discover the wonderful comfort of these nylon mesh shoes today.



## Thom McAn

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York City

A GOOD Shoe... A BETTER Value... The BEST selling shoe in all America

Classic wing-tip in turftan leather and wheat mesh. Also made in black leather with white mesh. Leather sole. Style 9600



Comfortable moccasin style in rich brown leather with the new tweed mesh. Flexible leather sole. Style 9619

Trim slip-on shoe in Cherry leather and wheat mesh. Also turftan leather and suntan mesh, all blue n smooth leather or suede. Leather sole. Style 9612



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\$7.95







When Dad  
has to get  
the family  
dinner...



**QUICK!**  
**CHEF BOY-AR-DEE®**  
**SPAGHETTI and MEAT BALLS**

Ready to heat! Real Italian style! Here's a delicious spaghetti meal anyone can fix in jig time — and it's always perfect!

Imagine spaghetti made of finest durum wheat, cooked tender, but never mushy — plump meat balls braised to keep in all their good juice — and lots of tangy, tomato-rich sauce made from the Chef's own real-Italian recipe. Two cans make four appetite-satisfying servings.

To save time and money — make one night each week "Chef Night." Enjoy Chef Boy-Ar-Dee Spaghetti and Meat Balls, Ravioli, Spaghetti Dinner Sauce with Meat Sauce with Mushrooms, Sauce with Meat Balls and Spanish Sauce.

**ABOUT  
15¢ A  
SERVING**







DOZENS OF BAGS LINE TEE AT FAIRCHILD WHEELER COURSE IN BRIDGEPORT, CONN. WHERE GOLFERS GET SET TO PLAY AGAINST THE U.S. OPEN CHAMPION

# 100,000 GOLFERS PLAY THE CHAMP

## 10,000 beat Julius Boros on National Golf Day

Armed with determination and a proper handicap, the lowliest golf player can become a rival of a champion. On National Golf Day, which took on an international flavor, some 100,000 of the world's worst and best golfers teed off in a mass effort to vanquish Julius Boros, U.S. Open champion. They played on courses from Bridgeport, Conn. to the Republic of Indonesia in the Second Annual Golf Day Tournament sponsored by LIFE and the Professional Golfers' Association. By nightfall 10,000 of them had qualified for a bronze medal inscribed: "I beat Julius Boros May 23, 1953." Among them were a 6-year-old boy in Orlando, Fla., a five-star general (Omar Bradley), the governor of Washington and two one-armed golfers. The 10 million-odd strokes taken by the field produced 14 holes-in-one.

Julius Boros, the champ, played over the treacherous Oakmont course at Pittsburgh where he will defend his Open title next week. The reason more people did not beat him (even with handicaps up to 90 strokes) was the champ's skill at avoiding Oakmont's deadly traps. A taciturn man who scarcely uttered a word the entire 18 holes, Boros had not missed an approach or a par as he teed up for the last hole. But there his drive strayed into the rough (right), and he missed his approach for a one-over-par five. His score for the round, the one that golfers everywhere had to beat to win a medal, was 70. "A nice steady round," Boros admitted thoughtfully.

IN ROUGH ON 18TH AT OAKMONT, BOROS TURNS ON THE POWER TO GET OUT—

CONTINUED ON NEXT PAGE





*Now...*

# A NEW "INVISIBLE" CREAM THAT COMPLETELY PREVENTS SUNBURN

*as no suntan oil or lotion can!*

Contains science's most powerful sun screen . . .  
shuts out all the sun's burning rays

*Now...* Stop painful, ugly "spot burning"!



No need to look like a lady from Mars

Protect nose, lips, shoulders, other "tender skin" areas—without using disfiguring nose shades, white ointments!

If your nose turns poppy red again and again—if your lips tend to blister painfully, or nose, shoulders and backs of knees red-burn even through a tan, Skolex is for you. A thin "invisible" film on "tender skin" areas lets you stay in the sun for hours—without experiencing the slightest burning or reddening!

*Now...* Spend all day in the sun!



No danger of glare burn

Go golfing, fishing, or on boating trips without fear of overexposure!

Even though your skin is winter-white—you can face your first sail, your first fishing trip of the season, without any fear of burning or blistering. Skolex contains the most powerful sun screen known to science—keeps your skin out of the sun, completely protected from the direct burning rays or the reflected glare of sun on water. Skolex is greaseless, odorless, "disappears" from your skin without leaving a visible trace.

*Now...* For heliophobes!



New freedom for sun allergy sufferers

For those whose skin can't take the sun, absolute protection against painful burning, rashes, blisters, due to sun allergies.

Skolex has brought new freedom to people who are allergic to the sun. Now for the first time, millions of sun allergy sufferers can enjoy outdoor fun, without fear of the misery that would ordinarily follow such exposure. Leading dermatologists have recommended Skolex to their patients. Ask your own dermatologist about Skolex.

For years, scientists have searched for a way to completely prevent sunburn. Skolex is the result of that search—the only preparation of its kind that totally blocks out all the burning rays—assures you of complete safety from painful, ugly sunburn. Visit your drug counter today and ask for a tube of Skolex Sun Allergy Cream.







**GOLFERS IN MEXICO** executed shots on courses whose rough was ridden with cactus. Here on course in Mexico City is one of 3,000 Mexican entrants; some 500 won medals.



**LAST YEAR'S CHAMP**, Ben Hogan, signs up to play against Boros. His 71 that day at Fort Worth did not beat Boros. But two other pros playing with Hogan, Skee Riegel and Bill Nary, did win their medals.



**AN EX-PRESIDENT** of Mexico, Abelardo Rodriguez (1932 to 1934), obligingly holds umbrella in torrid Tijuana as John Butler, mayor of San Diego, putts. Neither of them putted well enough to beat Boros.



**FOUR-TIME WINNER** Almer Borges played four courses in day by using his Piper Cub. He started out at 5 a.m. and shot 91 or under with 26 handicap. Here he and caddy leave plane at El Centro, Calif.

CONTINUED ON NEXT PAGE

**LIZABETH SCOTT**  
says—

**"IT PLAYS  
WHERE  
YOU PLAY!"**

*Glamorous Elizabeth Scott—co-stars soon with Dean Martin and Jerry Lewis in "Scared Stiff". A Hal Wallis Production, a Paramount Picture.*



## WESTINGHOUSE LONG RANGE PORTABLE —succeeds where others fail!

Take it to the seashore. Take it to the hills. If there's a whisper of a signal in the air, count on this extra-power portable to pick it up. Pulls in distant stations beyond the range of most portables, with full volume and tone. This new marvel of Westinghouse engineering, Model 400P4, owes its super-power to an improved high-gain Ferrocore Antenna. Plays AC, DC or on batteries. Handsomely styled with easy-to-carry handle—comes in maroon, emerald, beige, tan. And it's yours for a song! Your choice of Westinghouse Portables from \$29.95\* to \$49.95.\* Westinghouse Electric Corporation, Television-Radio Division, Metuchen, N. J.

\*Prices may be slightly higher in West and parts of South.

See our three popular TV shows every week . . .  
FREEDOM RINGS . . . WESTINGHOUSE STUDIO ONE . . . MEET BETTY FURNESS

**YOU CAN BE SURE...IF IT'S**  
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## NEW! LIQUID CAR WAX BY SIMONIZ!



## BODYGARD gives a "SHOWROOM SHINE" *in minutes....no rubbing!*

No hard work! No rubbing! In minutes—you can get a durable SHOWROOM SHINE that stands up through all kinds of weather, lasts for months. Road use tests prove BODYGARD outlasts any liquid wax you can buy. Thousands of car owners know this. "Bodygard really stands up," writes W. D. Ritch of Charlotte, N. C. "It lasts months longer than any other polish I've ever used."

Don't confuse BODYGARD with ordinary liquid car waxes. There's a big difference. It's the only liquid car wax with the "Simoniz Secret." That's why it shines brighter, protects months longer. Goes on smoothly—without streaking or smearing. Protects your car for months with a tough, durable wax surface. Get Simoniz BODYGARD today.



Only  
**98¢**  
for big  
12 oz. can—  
enough for  
2 car waxings.

SHINES  
LONGER

because it contains  
the "Simoniz Secret"

### How to get a "SHOWROOM SHINE"



**1.** No matter what wax you use you must CLEAN your car first, otherwise dirt and stains will show through. For best results always use SIMONIZ LIQUID KLEFNER. After cleaning—use BODYGARD



**2.** Just spread on BODYGARD—let it dry—wipe it off. In minutes you can get a sparkling durable finish that seals out rain, road scum, traffic film. Protective lustre lasts longer!

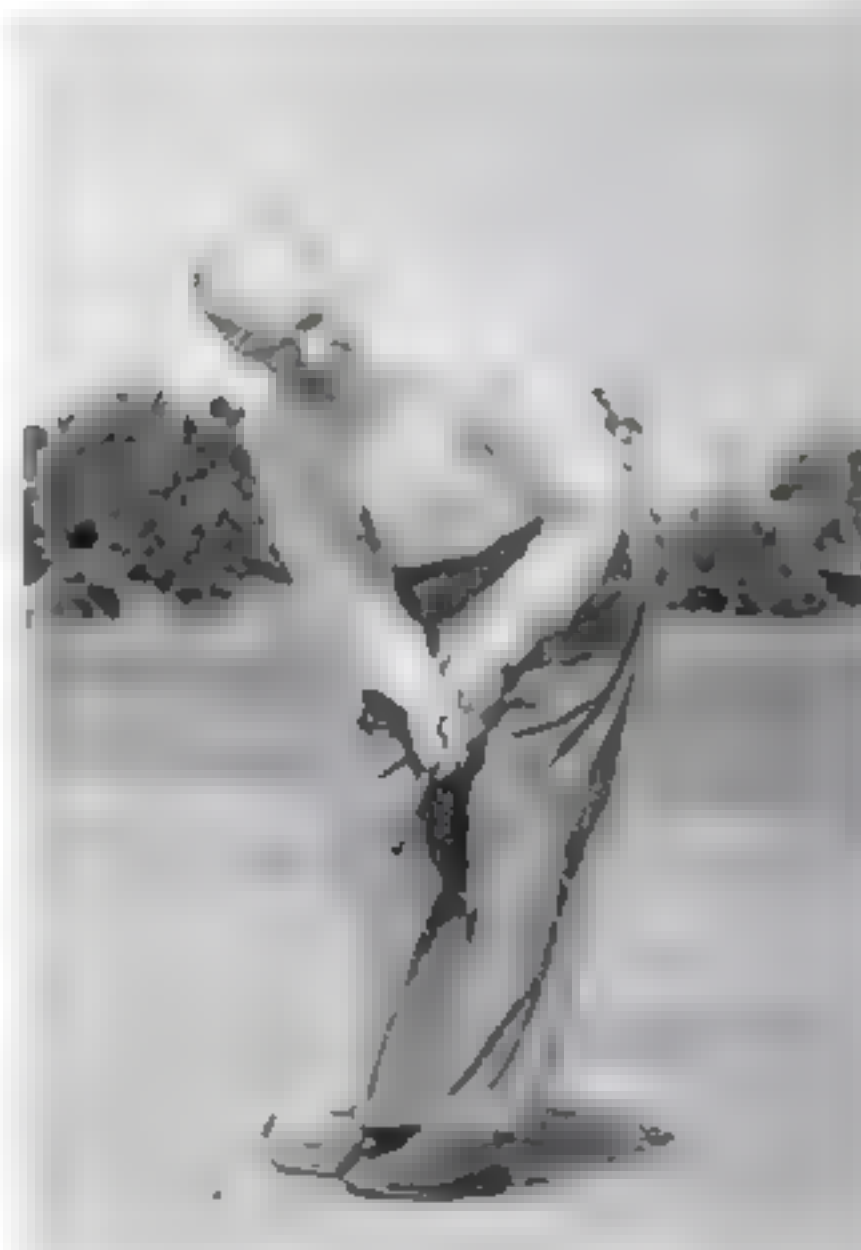
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100,000 Golfers CONTINUED

## SOME GOLFING GOVERNORS TRIED

### IN RHODE ISLAND

Governor Dennis J. Roberts concentrates on a 20-foot putt which he sank like a pro. Unfortunately he missed too many other shots and finished with a 97. His 16 handicap gave him net 81 but no medal.



### IN WASHINGTON

At the age of 70, Warren plays early bird golf and gets into his office by 9 a.m. With a handicap of 8, shooting a 64, Warren was the only governor to beat Boron but admitted, "I played a good deal."

### IN COLORADO

"Cowboy Dan" Thornton, hot-shot golfer who is consistently in the low 70s, has a handicap of 2. After getting 75 and failing to beat Boron, he sent the champion a medal saying, "I beat the governor of Colorado."



CONTINUED ON PAGE 115



our cap's off to dad



for wanting the best on Father's Day... grooming essentials for men

by **MAX FACTOR**  
HOLLYWOOD



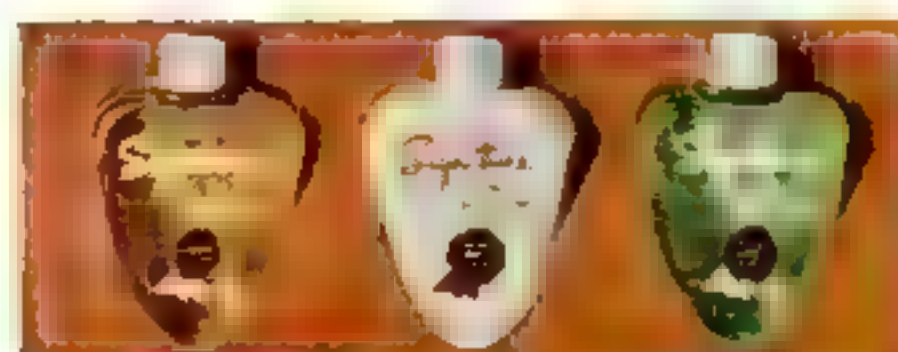
**THREESOME Special:** After Shave Lotion, Cream Hair Dressing, Deodorant Cologne... only \$2.40\*



**TWOSOME Special:** After Shave Lotion, Deodorant Cologne... only \$1.45\*



**TRAVEL TRIO:** Plastic kit with After Shave Lotion, Cream Hair Dressing, Deodorant Cologne, in leak-proof squeeze bottles... \$3.50\*



**GIFT THREESOME:** Large sizes of After Shave Lotion, Cream Hair Dressing, Deodorant Cologne... \$4.20\*



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**AFTER SHAVE LOTION:** Large size... \$1.30\*

Dad likes the best... so give him a luxurious gift of Max Factor Hollywood grooming needs for men. Compliment his good taste with all these Signature products: tingling After Shave Lotion that gives a fresh feeling that lingers for hours... refreshing Deodorant Cologne that combines a masculine cologne with the most effective deodorizing ingredient known... Cream Hair Dressing that's non-greasy, non-sticky.

Father's Day is Sunday, June 21



# Good Morning to You

BITE SIZE  
WHEAT CHEX

BITE SIZE  
RICE CHEX

Wake Up and Enjoy  
a New Experience in  
**GOOD EATING ...**

## CHEESE SNACKS—Easy to make—mighty tasty!

Melt 3 T. butter in  
skillet over low heat.  
Add 2 c. Rice Chex, stir  
until all biscuits are  
covered. Remove from  
heat, sprinkle with 1/2 c.  
commercially grated  
American cheese and stir  
until each piece is cheese-  
coated. Spread on paper  
towel or napkin to cool.

Tempting rice—hearty wheat  
flavor-spun into tender shreds,  
toasted to sunny crispness—wonder-  
ful when your taste welcomes  
something morning fresh. Take  
time to enjoy them each day  
those delicious flavors you get in  
**THE ONLY BITE SIZE CEREALS  
IN THE WHOLE WORLD,  
WONDERFUL U. S. A.!**

## To your health . . .

For a good morning, renew your  
energy—enjoy the build-up of total  
vitamin B1, niacin and iron supplied  
you in these two delicious cereals.

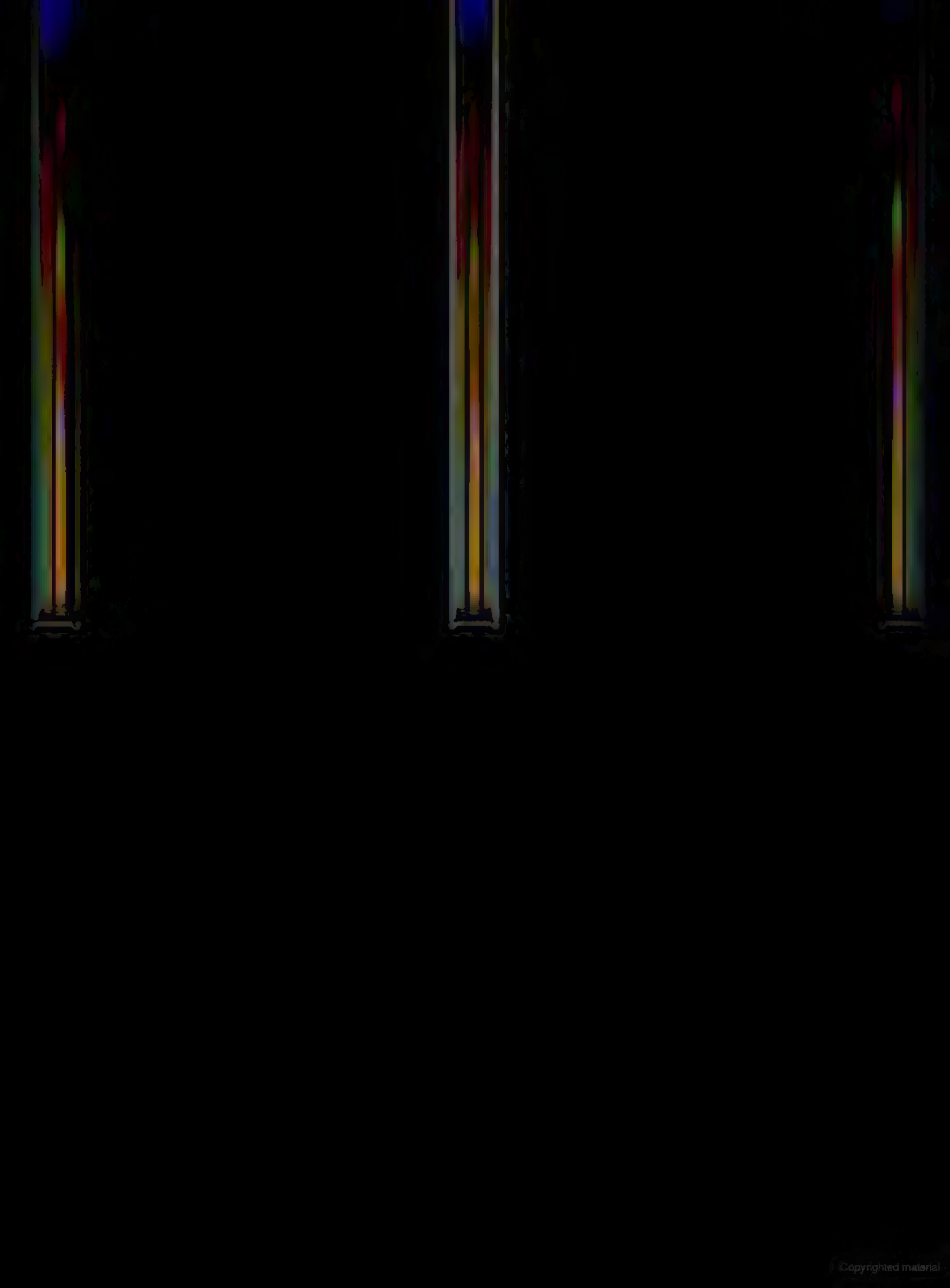
Other delicious Checkerboard Cereals . . . Instant Raisin, Regular Raisin

Ralston Purina Company, St. Louis, Mo.











## LADIES SHOWED VARIED STYLE



**HEALTHY SWING** helped Mrs. Charles Hedges off tees at California's Riviera Country Club, but she faltered on fairways, finished with a net 90.



**EXPERT WINNER**, Jackie Pung, 1952 U.S. Amateur champ, broke the Concord Country Club's women's record with a gross 75, a net 68.



**NOVICE WINNER** Eileen Stuart of Wentzville, Mo., was tied with a man for low net. She shot a 144 but handicap of 87 gave her a final 57

CONTINUED ON NEXT PAGE

their **life** is in your hands



protect them the **B.M.A.** way

The B.M.A. All-Ways Protector Plan is a convenient all-in-one savings plan. It will take care of hospital and doctor bills, provide income during disability, guarantee monthly income for you and your family, provide funds for a college education and assure you of a retirement income in later years.

So why not check yourself today? See if you have all the assured income you and your family want. If you have time to think about your family, you'll have time to mail this coupon now.

### CHECK YOURSELF...DO YOU HAVE...

- |   |  |
|---|--|
| <input type="checkbox"/> A plan to pay hospital and surgery benefits for yourself and your family?  | <input type="checkbox"/> A plan to pay off the mortgage and refund all payments on principal in event of your death?   |
| <input type="checkbox"/> A plan to pay monthly income while you are sick or when you are injured?   | <input type="checkbox"/> A plan to pay your family \$1000.00 in cash immediately by emergency draft attached to your policy...then...provide an income for your wife and children during the important readjustment period while the children are growing? |
| <input type="checkbox"/> A plan to pay medical bills when your children are hurt at school or play? | <input type="checkbox"/> A plan to assure funds for your children's college education?   |
| <input type="checkbox"/> A plan to pay all expenses up to \$5000.00 in case of polio?               | <input type="checkbox"/> A plan to guarantee you cash or a monthly income at whatever retirement age you select?   |
| <input type="checkbox"/> A complete business insurance plan?  |  |
| <input type="checkbox"/> Group insurance in your company? (Life—Accident & Health—Hospitalization)  |  |
| <input type="checkbox"/> A clean-up fund to pay off your debts and taxes in event of your death?    |  |

**BUSINESS MEN'S  
ASSURANCE  
Company of America**

UNION STATION PLAZA • KANSAS CITY 41, MO.

Gentlemen:  
Please send me more information about complete income protection with the B.M.A. "All-Ways" Protector Plan.

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City \_\_\_\_\_ State \_\_\_\_\_  
Date of Birth \_\_\_\_\_ Occupation \_\_\_\_\_



## ALL VARIETIES OF PLAYERS WON



**OLDEST WINNER**, veteran golfer William Tyrell, 84, played with a handicap of 40, scored a net of 64 at the Hulyoke (Mass.) Country Club.



**YOUNGEST WINNER**, 6-year-old Vernie Bender of Evansville, Ind., shot a 68 with 15 handicap in Florida, next day won a U. S. Pee Wee title.



**ONE-ARMED WINNER**, Bill Elander of Charlotte, N.C., played with a 32-stroke handicap, beat Boros by single stroke with a net 69 at Sharon Golf Club.

For a  
*Fresh*  
**DRY MARTINI**  
every time



GET  
**HEUBLEIN'S**  
*Ready-to-Serve*  
**COCKTAILS**



Just  
Stir with Ice  
and Serve

8 Favorite Varieties: EXTRA DRY MARTINI, 65 proof • GIBSON (very, very dry Martini), 75 proof MANHATTAN, 65 proof • DAIQUIRI, 60 proof SIDE CAR, 60 proof • WHISKEY SOUR, 60 proof OLD FASHIONED, 70 proof • STINGER, 60 proof S. F. Heublein & Bro., Inc., Hartford 1, Conn.

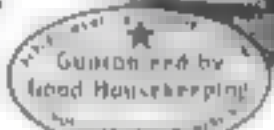
Tomatoes 'n peppers  
pickles 'n spice,  
Simmered together  
'n blended just nice.  
Soon as you taste it  
You'll love it because  
It's the  
**real home-made kind!**



**Mmm!** mouth-watering  
flavor-magic on meats,  
poultry, sea food ...  
and in cookery too!

**-Betcha!**

say Bennett's is as good  
as any "home-made"  
chili sauce you've tasted.  
If not, send us the  
neck-label and we'll  
return retail price  
plus your postage.



**THE HIT OF THE YEAR**

**Musketeer**



**BOYS' SOCKS**

4 months  
wear of  
4 new  
pairs

COLLIER HOSIERY CO., EMPIRE STATE BLDG., N. Y.

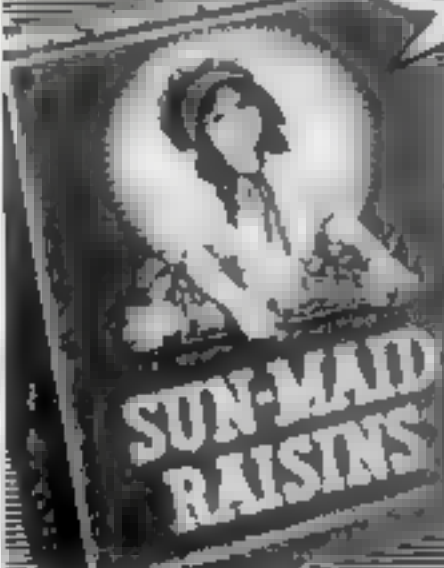
**CLEANSER FACE IN SECONDS!**



**Coolies**

FACIAL CLEANSING PADS—29¢

**WHOLESAME SUN-MAID  
RAISINS BELONG IN  
YOUR PICNIC  
BASKET!**



See What Wonders  
They Do For  
Your Cooking!

Ask Your Grocer For The  
**SUN-MAID THIRTY-1-PAK**—  
Six Handy Pocket Packs At Today's New Low Price!





Little girls and big girls, too...  
 need the Natural Oil Protection of Woodbury Shampoo

The important thing about Woodbury Shampoo is that it seems to know what to wash away, and what to leave behind. It is a natural oil shampoo. It washes hair shining clean, but does not "dry" it by removing all the natural oils. You will see the proof of this when you find how easy your hair is to manage after a Woodbury Shampoo. Another thing: the price of Woodbury Coconut Oil Castile Shampoo is remarkably low for such quality. So many families buy it regularly, it sells for much less than any other comparable shampoo. Try it today.

Woodbury Shampoo . . . best for all the heads of the family





# In Next Week's

# LIFE



**I**f some 45 planes make all the points on the above map on time this week and the beginning of next, you will see in next week's LIFE the coronation as it has been seen only by those who were there—in full, rich, authentic color.

Our editors insisted that our readers would not really see this historic spectacle unless they saw it in its real colors. Our production and traffic departments agreed and worked out a fast printing and delivery schedule never before attempted on a five-and-a-half-million copy scale. We thought you might like to know something about these plans in advance, plot their course on the map above and figure out your own odds as to whether or not you will see the coronation story in color in your copy of LIFE next week.

Start in London for the first several risks. *If* the lighting was not right inside the Abbey and along the seven-mile procession route, we cannot have a color story to begin with. But assume the lighting was right. *If* our couriers got the film through the jammed heart of London to an airport, *if* the transatlantic plane got to New York by Wednesday, and *if* the developed film reached Chicago by another plane on Thursday, our production department and printers will see that a color cover and a color story are printed on time.

But that still does not mean that the story will be in next week's LIFE. In order to get news to our five-and-a-half-million buyers while it is still news, LIFE has long been printed in several plants across the continent and bound and distributed from three points—Chicago, Philadelphia and Los Angeles. In the case of the coronation story all the color pages and the cover for the entire edition will have to be printed in Chicago and shipped to Philadelphia and Los Angeles in time to be bound into the rest of the magazine.

That places the next big "if" in Chicago the beginning of next week. Thanks to the cooperation of American, Trans World and United Airlines, space on 42 different flights has been reserved to rush 90,000 pounds of printed color pages to Los Angeles and Philadelphia—if weather permits.

At this point your guess is as good as ours as to what kind of coronation story you will see in LIFE next week. You can be sure of black and white photographs that you have never seen before. And if luck has been with our photographers and couriers and pilots all the way, you will see for the first time the color that so impressed the comparative handful of spectators who actually saw the ceremonies of the coronation last Tuesday.

ANDREW HEISKELL, Publisher





*"I go overboard for the man  
who wears cool, cool **Jayson**"*  
SHIRTS, SPORTWEAR, PAJAMAS  
...because they fit to perfection!





## *How to make a picnic click...*

On the beach you'll enjoy tasty snacks even more with... smooth, sociable, satisfying Pabst Blue Ribbon. Here is a beer you love to linger over—a beer that reveals new depths of enjoyment with each satisfying swallow. Taste Pabst Blue Ribbon soon! See what you've been missing!

**Try this...** For just 7 days... make smoother-tasting Pabst Blue Ribbon your beer. Then you'll understand why more people today are enjoying Pabst Blue Ribbon than ever before in Pabst's 109 year history!

**DRINK PABST BLUE RIBBON . . . finest beer served . . . anywhere!**

FOLLOW PABST BLUE RIBBON BOXING BOUTS... EVERY WEDNESDAY NIGHT ON TELEVISION... CBS NETWORK. Capri, 1953, Pabst Brewing Company, Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.





EDNA IN 1893 was a comical country lass in *The Girl I Left Behind Me*

## The Sun Never Sets on Edna



POSING BY A STATUE IN HER GARDEN, EDNA SAYS, "I HAVE A NERVE TO STAND UP BESIDE VENUS"



### EMPIRE FALLS BUT SHE GOES ON

Sixty years ago at the grand opening of New York's handsome new Empire Theater a young actress skipped on stage, complained of a burr stuck to her stocking and upset a pail of strawberries. Her name was Edna Wallace and she was playing an ingénue in *The Girl I Left Behind Me*. Two weeks ago the same actress skipped on again in the same role in the same theater. This time she did only a short scene as part of a Sunday night show given by ANTA (American National Theater and Academy) in honor of the Empire which, after six brilliant decades, is being demolished to make room for a skyscraper. But Edna Wallace Hopper appeared in no danger of being demolished. In her mid-80s she looked as spry as she ever did. For years Miss Hopper has fostered the legend of her youthfulness by doing aerobic dancing, selling beautifying cosmetics and announcing from time to time that she had benefited by plastic surgery. How successfully she has staved off the effects of old age is shown not by her looks alone but by the way she has found new work and interests (p. 124).

← IN HER ORIGINAL ROLE EDNA CLOWNS TODAY IN SCENE FROM "THE GIRL"



**ACT NOW! LIMITED TIME ONLY!**

# Sensational Offer

to introduce a wonderful NEW DEODORANT FORMULA!

## ODO-RO-NO

with "Action-Proof" Protection

**SAVE 28¢**

DELUXE 75¢ SIZE

**NOW ONLY 47¢**  
plus tax



**SAVE 56¢**

DELUXE \$1.25 SIZE

**NOW ONLY 69¢**  
plus tax



**Specially priced to introduce a new, vastly superior deodorant!**

Now, Odo-Ro-No brings you the most effective deodorant formula ever known—one that actually guarantees\* "Action-Proof" Protection! We want you to discover the complete protection that today's Odo-Ro-No gives against perspiration — and so we're offering it for a limited time at these money-saving prices. Use it daily and see for yourself how Odo-Ro-No checks perspiration and stops odor instantly — even during your most active moments! So gentle, too. No other deodorant is safer for normal skin and fabrics.

**\*GUARANTEED MOST EFFECTIVE** deodorant you've ever used or double your money back. If not absolutely convinced return unused portion to Northam Warren Corp., New York.

EDNA WALLACE HOPPER CONTINUED



**WITH HUSBAND,** De Wolf Hopper (she was one of six wives), Edna made hit in *Panjandrum* in 1893.

**IN "FLORODORA"** in 1900, Edna was not a member of famed chorus girl sextet but a chief player.



**IN HER 60s** Edna did acrobatic dancing in appearances at movie theaters to help promote cosmetics.



CONTINUED ON PAGE 74





CADET-MIDSHIPMAN JACK DETWEILER OF THE U. S. MERCHANT MARINE ACADEMY AND HIS PRETTY JUNE DATE MAKE A PICTURE IN WHITE—RINSO WHITE.

## WHEN IT'S GOT TO BE REALLY WHITE—USE RINSO WITH SOLIUM

When Cadet-Midshipman Jack Detweiler has a June date at Kings Point, he proudly sports his "dress whites" carefully washed in Rinso, of course. And his date is sure to be breathtaking in her Rinso-white piqué.

### Whiter Than New

Why do so many people who want their clothes to be really *white* turn to Rinso? We think it's due to the SOLIUM in Rinso. SOLIUM is one of Lever Brothers' greatest contributions to the modern housewife. It makes white fabrics look *dazzling* white—even whiter than when they were new.

Housewives are astounded to see their sheets and other white wash show the wonderful effects of SOLIUM *even before their wash is fully dry*.

And isn't it a blessing when you realize that you can safely wash almost anything in Rinso. Not only your cottons, as you'd expect, but the new synthetic fabrics like dacron, orlon and nylon. And, of course, wool. When you wash blankets and sweaters in rich Rinso soap suds, the wool stays soft as new.

### You Pay About 20% Less

Finally, and you know best how important this is,

Rinso costs you less—you usually pay about 20 percent less for Rinso soap than for most of the other washday products. Why? Because it now costs us less to make Rinso—and we pass this saving on to you.

Well, there we are. That's the story on today's Rinso. And remember this: Rinso is guaranteed to get your white wash whiter than new, or your money back—guaranteed by Lever Brothers Co., New York 22, N. Y.







**KEEP**

**the power  
you bought!**

THE ROAD AHEAD will unwind smoothly if you always treat your engine to a superior motor oil. To be sure of the best, ask for a brand of 100% Pure Pennsylvania Motor Oil, made from Nature's finest crude oil.

**ASK** for a brand of

**100% Pure  
PENNSYLVANIA  
Motor Oil**

PENNSYLVANIA GRADE  
CRUDE OIL ASSOCIATION  
Oil City, Pennsylvania



EDNA WALLACE HOPPER CONTINUED

## NEW JOB IN WALL STREET



**RICHER PHASE** of Edna's life began in 1938 when she was given desk in Wall Street broker's office of L. F. Rothschild. Edna goes to work daily on subway (*top*), scrambles up subway stairs in morning rush hour—spends six hours in office buying and selling her stocks. She makes a serious business of handling her own finances, and in 15 years has quadrupled her capital.



**any way  
—any day**

**HAMBURGER**

**tastes better  
with**



**LEA & PERRINS  
SAUCE**  
THE ORIGINAL  
WORCESTERSHIRE

Favorite for over 100 years

1277 V & D mu 1 10 or  
back plaid. Post  
ink button wing off

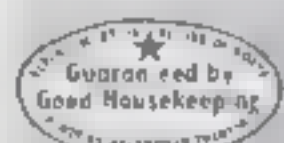


3076. Darty Bony, Gony  
or Bony shirt on white.

*a girl's best friends are her*  
**SUNCRAFT  
SHIRTS**

Inspired new versions  
of the famous shirt in  
lax and most abundant  
dressed cost as all  
winkle resistant as  
easy to wash and iron  
as a hot iron  
Size 12 18 extra  
long with short tails  
Size 12 18 group in sizes  
42 46 About 2 98

At your favorite store



If you'd  
like to see  
this and other  
SUNCRAFT SHIRTS  
in full color write

BARNEY DAVIS & SON, INC., Dept. L, 151 W. 30th St., N.Y. 10





Asparagus. Known and relished since ancient Greek times. Actually, a perennial herb of the lily-of-the-valley family.

Lettuce. One of the oldest vegetables, observed in China in the Fifth Century. Today it's the most valuable truck garden crop.



Any  
spring  
vegetable  
worth  
its  
salt...  
is  
worth  
Morton's



When it rains it pours



Radishes. Natives of China; related to cabbage, kale and turnips. Food lovers insist they taste best with Morton's.

Onions. Believed by Alexander the Great to make soldiers brave. A favorite appetite-whetter, dipped in Morton's.



America's best selling table salt. More people use Morton's because "when it rains it pours." Available iodized or plain. (Morton pioneered iodized salt 29 years ago to help prevent simple goiter.)



# With G.E.'s NEW truly automatic Toaster

...you get toast exactly the way you want it!

**Here it is!** The new General Electric Toaster with the simplest, most dependable automatic toasting mechanism ever developed!

This is the toaster that features 6-position control to give you toast *exactly* the way you want it! Just set the control for light, medium, dark (or any shade in between), and that's the way you get your toast—every time.

More good news! Say goodbye forever to digging for toast or burning your fingers trying to rescue a muffin. This is the toaster with the automatic lift that brings toast up extra high.

That's not all! *This is the toaster with the extra-large snap-out, snap-in crumb tray that is completely cleanable. No more messy crumbs!*

See this new streamlined beauty at your General Electric dealer's. It's dependable, *of course!* Buy it for yourself, or as a welcome gift. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Still only \$22<sup>95</sup>

Manufacturer's recommended retail or Fair Trade price.

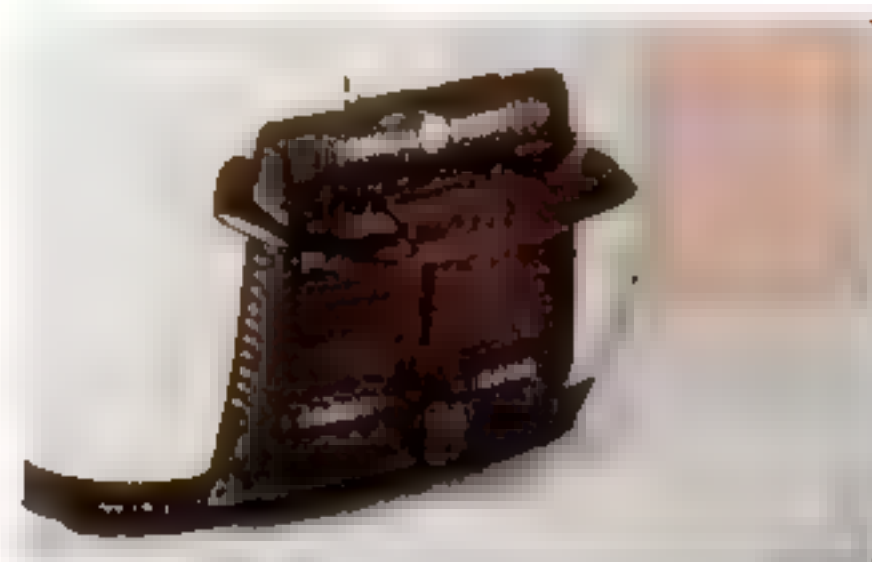


*You can put your confidence in—*

GENERAL  ELECTRIC



**From light to dark—  
and many shades  
in-between**



**6-position control**, a new, easy-to-use feature of this General Electric Toaster. Just set it for the *exact* shade of toast you want. Then, count on every slice being perfectly alike.



**Extra-high toast lift** brings small pieces of toast, frozen waffles and even muffins well up out of the toaster. No more digging for toast—no more burned fingers.





## Cool-headed Crowns

Last winter, when jewelry was worn by the pound instead of just by the piece (LIFE, Nov. 24), the coronation inspired a considerable wearing of rhinestone tiaras for formal evenings. Now, although women shed most of their jewelry in hot weather, the influence of the coronation is still strong enough to provoke a demand for tiaras for less formal summer dances. Made to suit the season in airier materials, the three shown above

weigh only an ounce to an ounce and a half. They are handmade of pearls, colored stones, sequins and wire in designs that go back to the origin of crowns as simple flower and leaf garlands. The full-circle coronet is \$28, the half-circles are \$12 (*background*) and \$20 (*foreground*), all by Sustain. Perched atop short summer haircuts, they are especially fetching when the color of the crown is matched up to a pastel cotton evening dress.



*This Vacation....*

*no  
matter  
which  
you  
take...  
you're  
smarter  
to take*

**Samsonite**  
*luggage*



**SAMSONITE... FLIGHT PROVEN BY PAN AMERICAN WORLD AIRWAYS!**

Tested in a sensational series of 'round-the-world flights! It's strong enough to stand on stands up under the abuse of loadings and unloadings. And you can take *more* clothes in *less* luggage when you fly with Samsonite. *Train Case*... \$17.50

**TRAIN SOOT AND DUST Wipe OFF WITH A DAMP CLOTH**

Samsonite's better-than-leather finish is a miracle of travel convenience. Smudge Samsonite it wipes clean with a damp cloth! Drop it...no harm done! That finish is amazingly scuff resistant and the molded bindings defy wear. *The Men's Two-Suiter* only \$25.00

**IT'S THE LUGGAGE WITH THE LUXURY LINER LOOK**

You sail with an air of distinction, with high-fashion Samsonite. Note the smart, easy-to-carry tapered shape, the fashion colors and gleaming locks! Samsonite's tongue-in-groove construction keeps dirt and moisture out., whether you go to Alaska or the tropics. *Pullman*, only \$27.50

**BUILT TO TAKE ALL THE BUMPS IN A BUS**

Yes, Samsonite is **BUILT** to take punishment! All corners and edges are doubly protected. The grip-fit handles have a steel core. Metal bottom bumpers keep Samsonite off the floor and prevent scratching. *Men's Quick Tripper*, \$19.50

**MORE PIECES FIT IN THE REAR DECK OF YOUR CAR!**

Nothing can compare to Samsonite for family trips! It's scientifically shaped, easier to stack in luggage compartment. Luxurious interiors keep clothes wrinkle-free. And a set of two pieces costs less than what you'd expect to pay for just **ONE** piece of such fine luggage. *Ladies Wardrobe*, \$25.00\*



Ladies' O Nite regular, above	\$19.50
NOT SHOWN	
Ladies' O Nite Convertible	22.50
Ladies' Vanity O Nite	17.50
Men's Journeyer	27.50
Hand Wardrobe	25.00*

\*ALL PRICES PLUS SHIPPING TAXES

Shwayder Bros., Inc., Luggage Division, Denver 9, Colorado... Also makers of Samson Foldaway Tables and Chairs. Folding Furniture Div., Detroit 29, Mich.



CROWNS IN THE DAYTIME



**PEAKED WREATH** done in flowers (Mlle. Lilly, \$13.50) is good for both garden parties and evening.



**CLIP-ON BAND** of beaded white daisies (Miriam Haskell, \$15), here worn with a ball gown, is a popular bridal headdress for daytime summer weddings.



**SMALL CIRCLET** of blue flowers (Lilly Daché, \$35) goes well with informal cotton cocktail dresses.



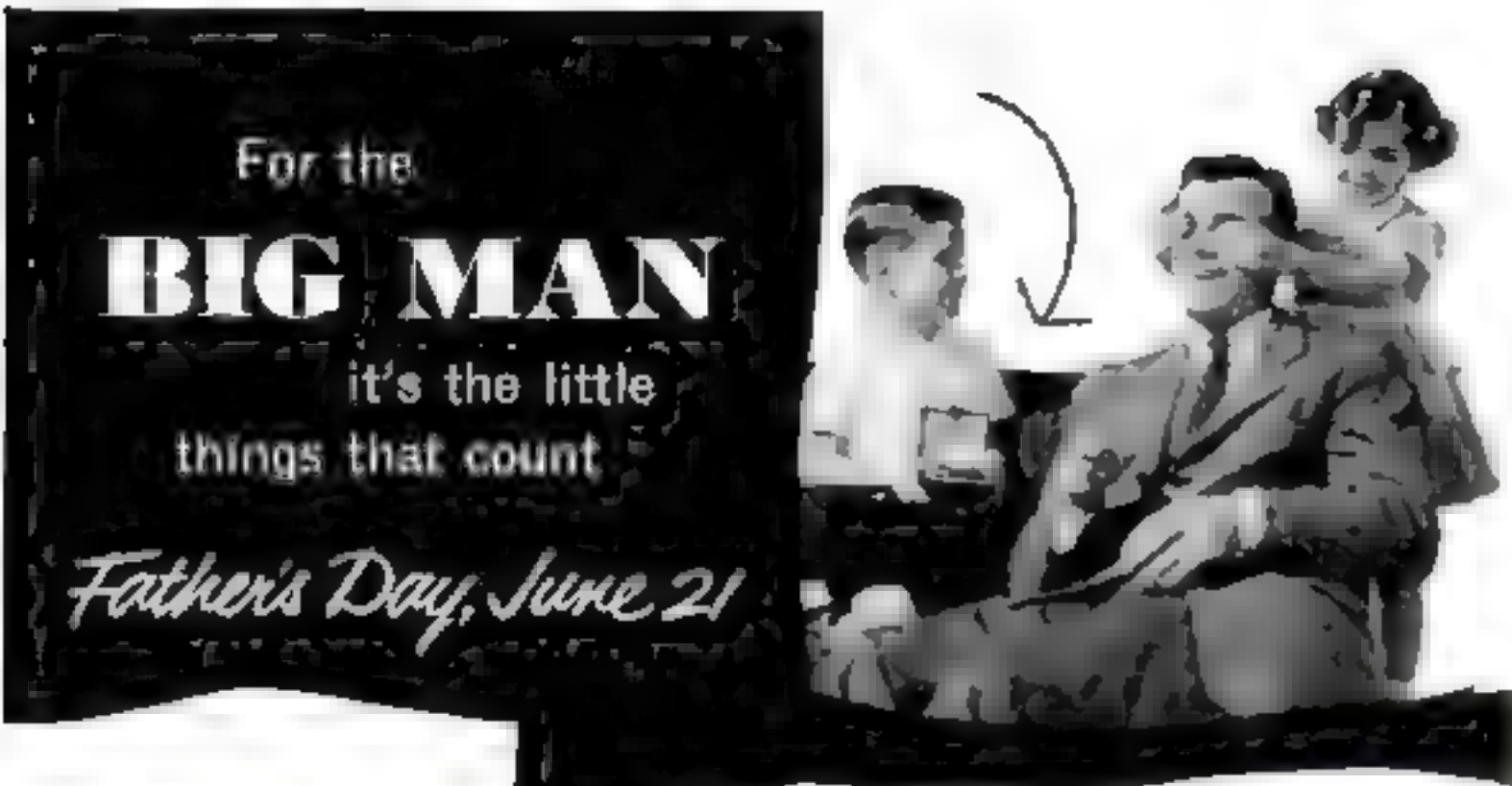
Man Killer

*Captured in one swimsuit... the uninhibited beauty of the jungle and the sleek look of current fashion. Created by Cole designer Margit Fellegi—to "tame" your curves! Leopard-printed sueded cotton... \$10.95.*



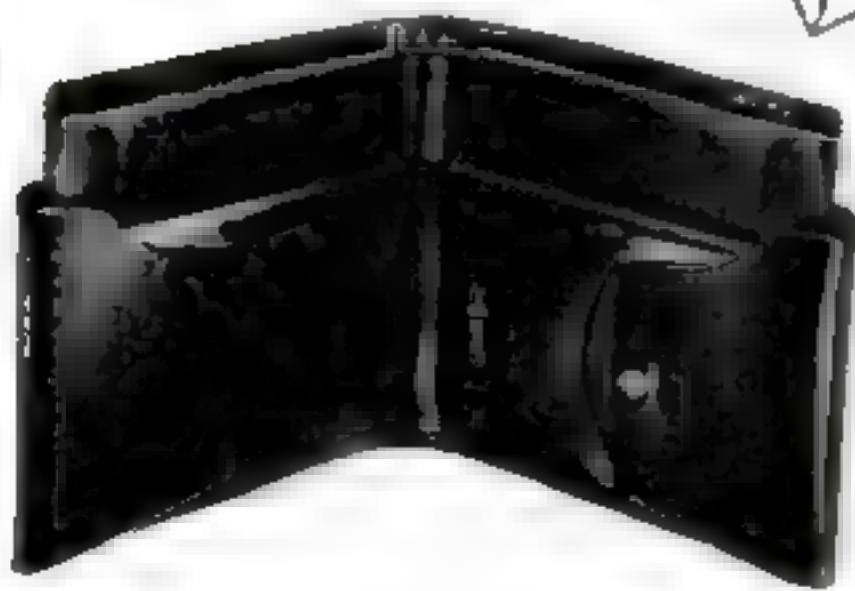
© 1969, COLE OF CALIFORNIA, INC. LOS ANGELES 90



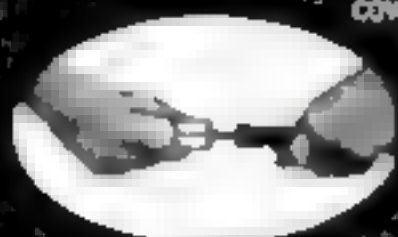


Steer straight to his heart. Surprise him with Pioneer's clever new "Antique Mobiles." Hand finished miniatures of famous old-time autos. Links, \$3.50. Tie Bar, \$2.50. Plus tax.

BUICK BUG  
Other styles:  
Stutz Bearcat,  
Stanley Steamer,  
Model "T" Ford.



Double his pleasure. Give him "The Duet," smart new twifold wallet. "As is" for daily use, removable money case converts to trim evening wallet. Imported saddle goatskin, black or brown. \$3, plus tax.



And give him your love with this patented Pioneer Stretchway®. Hidden spring allows belt to expand for extra comfort. Hand-welt, tubular cowhide. Bench-made, just \$3.50.

Pioneer Stretchway®  
G-I-V-E-S and T-A-K-E-S  
with your every breath!

Get this!  
Pick up Pioneer's special full-color Father's Day gift catalogue. At your favorite store—or write to Pioneer today.



**Pioneer®**  
Pioneer, Reg. U.S. Pat. Off.  
*the mark of a man*

PIONEER, Darby, Pa.  
Belts Braces Garters Wallets  
Jewelry Leather Accessories

## NATURE



ATTENDANT AT ZOO POURS A POTFUL OF MINERAL OIL DOWN RAUS AS A

## A LESSON FOR

In Rio de Janeiro, Raus gets gallons of medicine

On May Day a straw hat blew off the head of a small boy who was watching Raus, the hippopotamus at the Rio de Janeiro zoo, and disappeared in a mighty chomp into the hippo's massive mouth. No one thought much about it until six days later the zookeepers noticed that Raus was refusing to eat his favorite food, red ripe tomatoes. With \$9,000 worth of hippo at stake, three veterinarians were summoned. First 32 gallons of water were pumped into the huge beast. When this





STRONG-ARMED HELPER HOLDS OPEN THE JAWS OF THE UNHAPPY HIPPO

# GREEDY HIPPOS

for bellyache brought on by eating a straw hat

produced no results he was given a mash of black plums and German brandy, then a brew of medicinal herbs and finally dosages of mineral oil, six quarts at a time (above). Each day, to keep Raus in health and strength, he was force-fed with a "vitamin cocktail" made of crushed bananas, tomatoes, oranges, plums and carrots. Veterinarians and zookeepers worked and waited on a round-the-clock schedule, hoping the treatment would relieve Raus of his monumental bellyache.

CONTINUED ON NEXT PAGE

the  
first waterproof\*  
self-winding watch  
that is—



shaped  
like a  
luxurious  
dress watch...

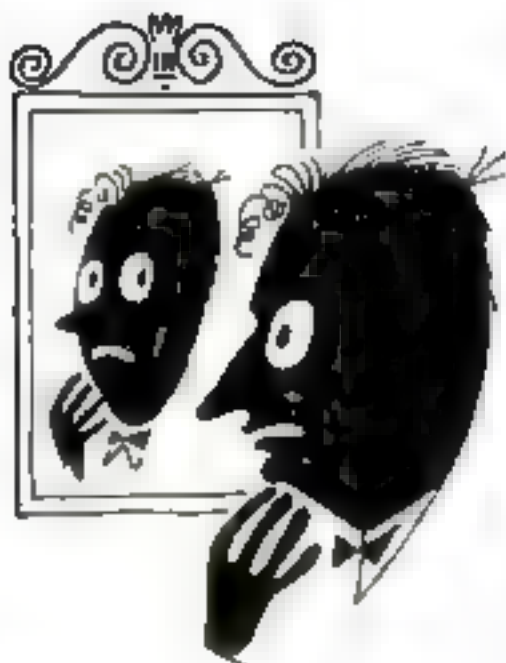


Now the *best-performing* self-winding watch is also the *best-looking*. CROTON NIVADA GRENCHE has succeeded in putting a self-winding mechanism into a smart, thin, rectangular-shaped case. The watch itself is waterproof\*, dustproof, shock-resistant and anti-magnetic. It's been proved more accurate than other self-winding watches. Its

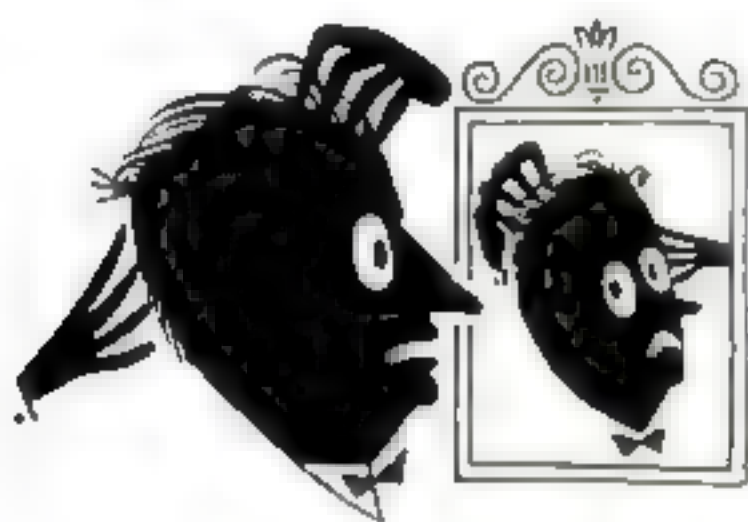
Everlast mainspring and balance staff are guaranteed for life. Get this remarkable new self-wind, that's elegant enough to wear as a dress watch—the AQUAMATIC R, with 10 kt. gold-filled top, steel back case, \$71.50 incl. fed. tax.

AS LONG AS THE CRYSTAL IS INTACT, CASE UNOPENED  
WRITE FOR FREE BOOKLET, DEPT. L  
CROTON WATCH CO., INC., 404 FOURTH AVE., NEW YORK 16, N.Y.





You only get



One head of hair—



Oh Brother! Give it



The best of care

—and that calls for an Ace Comb, of course. Won't tear hair, scratch scalp, lose teeth easily or "curl up and collapse" ... combs safely and handsomely. Famous hard rubber Ace Combs for pocket or home are packaged in individual boxes. Ace costs less because it lasts longer.

American Hard Rubber Company, N. Y. 13.

**ACE**  
HARD RUBBER  
COMBS



INTO REINFORCED BOX, which will keep him confined while he gets his medicine, goes the doleful Raus. It took 20 men to push him into the box.



DOWN HATCH goes "vitamin cocktail" through a funnel and rubber hose inserted in the hippo's mouth.



AFTER 20 DAYS Raus feels better. Here he looks at offending objects, hat like one he ate and a rubber ball which, it turned out, he had also swallowed.

RELIEVES PAIN  
OF HEADACHE  
NEURALGIA  
NEURITIS

**FAST**

The way  
thousands of  
physicians  
and dentists  
recommend

Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.



**INGROWN NAIL**  
Hurting You?  
Immediate Relief!

A few drops of O.T. Ointment bring blessed relief from torturing pain of ingrown nail. O.T. Ointment toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and danger. O.T. Ointment is available at all drug counters.



*Niro* says—  
Send Your RUGS to a  
**Professional**  
**RUG CLEANER**

NATIONAL INSTITUTE OF RUG CLEANING  
SILVER SPRING, MARYLAND

**HELP WANTED!**  
Important Job . . .  
**Big Reward!**

There's a big job to be done for our schools and the reward is tremendous. Yes, our schools need help . . . for constant improvement is necessary, and to raise and maintain our school standards. Let's get friends and neighbors together and do something about it.

For free booklet giving helpful information on how to start, write to "Better Schools," West 45th Street, New York 36, N. Y. Published as a public service in cooperation with The Advertising Council.

**LIFETIME**  
**FLASHLIGHT**

- Rugged plastic case
- Spare bulb space
- Water-shielded
- Rain-proof
- Ring hanger
- Pleasing colors.

**\$145**  
(less batteries)

**GUARANTEED**

—unconditionally against all damage resulting from corrosion of its parts. We will repair or replace. Send with 25¢ for mailing and handling.

**BRIGHT STAR** BATTERIES  
FLASHLIGHT & PHOTOFLASH  
CLIFTON, NEW JERSEY





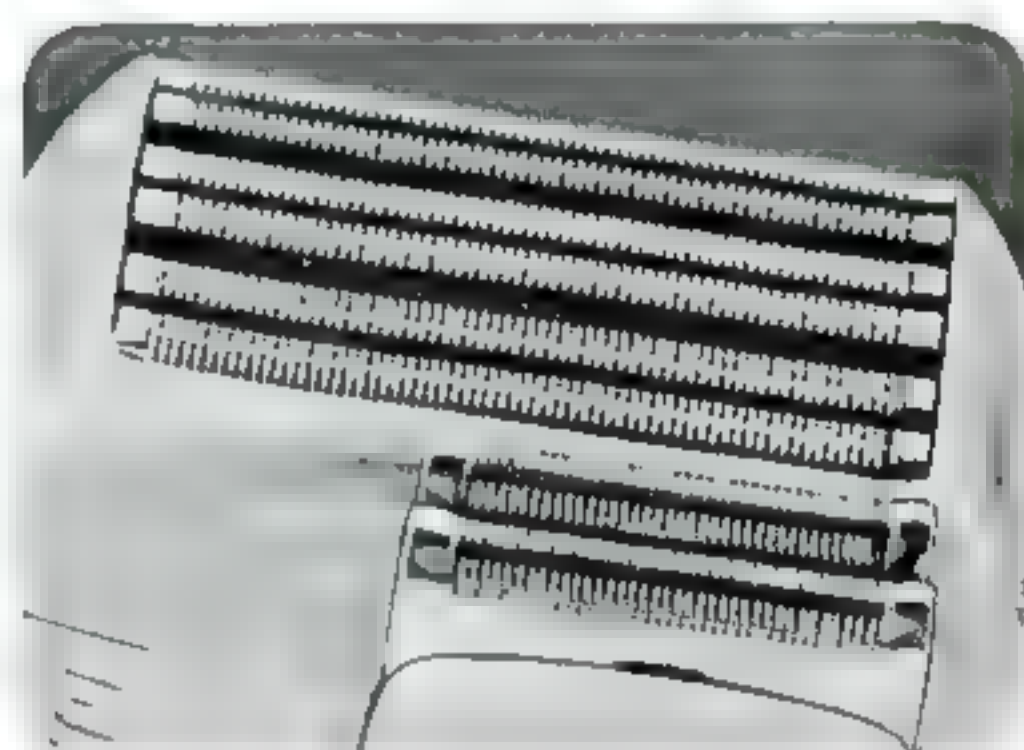
*and years of happy shaving with a* **REMINGTON!**



*"I know how you hate to shave, Bill, but how about me? I don't enjoy cleaning up after you every morning, or listening to you complain about your tender face."*



*"What your husband needs is a new Remington 60 DeLuxe Electric Shaver with 6 extra-long heads."  
"Bill has an old shaver that won't shave close enough."*



*"That's the old style with only two small heads. The Remington 60 DeLuxe has 140% more shaving surface—guaranteed to shave as close as a blade."*



*"I hope you enjoy your Father's Day gift, dear—I bought it on the Remington 14 Day Free Trial Plan."  
"One trial is enough for me. It's unbelievable!"*



*"Why your face is as smooth as mine. I saved money, too; your Remington 60 DeLuxe cost only \$22.00, deducting the \$7.50 trade-in allowance for your old electric shaver."*



**WORLD'S NO. 1 ELECTRIC SHAVER • MORE SOLD THAN ANY OTHER MAKE A PRODUCT OF *Remington Rand***



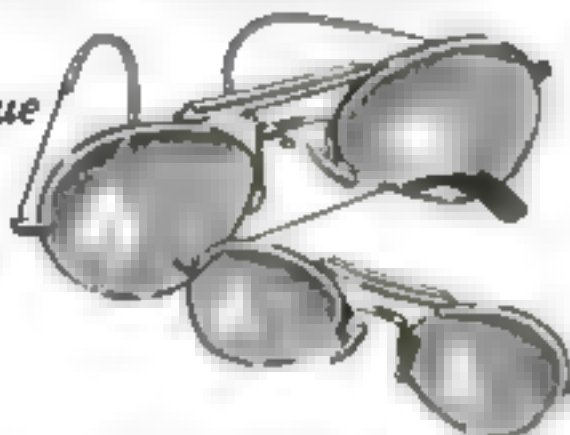
# REXALL Drug Stores Everywhere!

## 10 great JUNE BARGAINS...

### Metal Frame SUN GLASSES

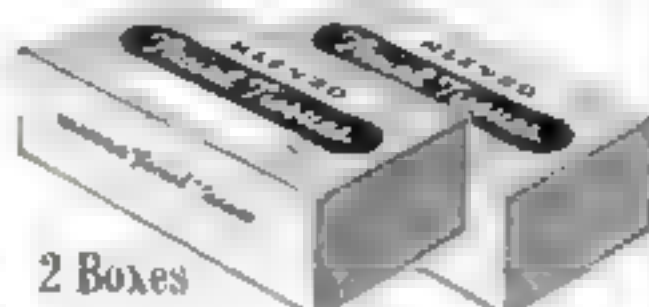
\$1.00 Value

ONLY  
67¢



E-Z-I Men's and Ladies' styles. Gold-plated, sturdy metal frames. Eye-protecting green lenses manufactured to meet U.S. Bureau of Standards CS 97-40.

### KLENZO TISSUES



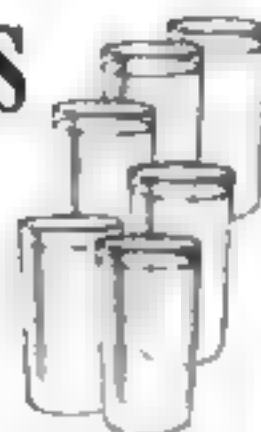
2 Boxes  
300 sheets each  
Both for Only 41¢

Extra-strong, extra-soft, extra-absorbent. Your choice of white or assorted colors.

### 22K Gold Band TUMBLERS

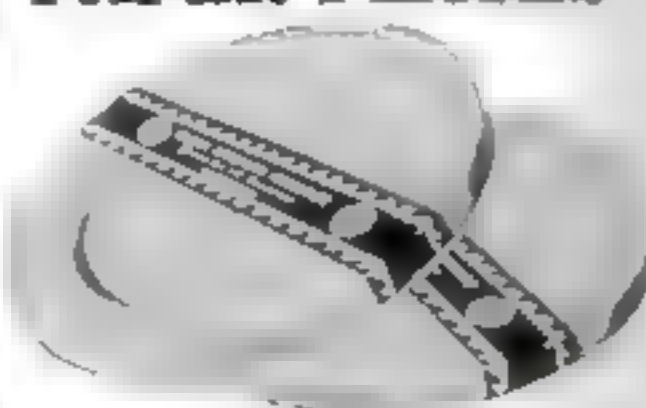
6 for Only

59¢



Genuine 22-karat gold trim...  
9½ ounce Libbey - chip-proof rim.

### PAPER PLATES



8-inch size, extra-heavy paper.  
2 packages of 8 each  
BOTH FOR ONLY 25¢



### CALOREX PICNIC JUG

1 Gallon - Reg. \$3.19

Only \$2.49

Keeps foods or liquids hot or cold for hours. Unusually wide opening that will accommodate large serving spoon. Enamelled liner will not absorb or impart odors to food. Lightweight yet sturdy.



Save \$1.16

Reg. \$4.95

NOW

\$3.79

### Rex De Luxe

ALARM CLOCK

Guaranteed 30-hour movement. Luminous dial. Non-tip case of Polystyrene plastic in rich ivory finish - tilted for maximum visibility at a distance. Single key winds both time and alarm. 3¼" tall by 3¼" wide.

Exactly \$1.81 Off

### YORK LEATHER BILLFOLDS



\$3.50  
Value  
NOW  
\$1.69

Men's and Ladies' styles in genuine Seal, Pigskin, Saddle Calf and Saddle Cow hide. See this assortment for extra and advanced features not found in other billfolds at this price.

### CAPE COD LUNCH KIT



Reg. \$2.59

NOW \$2.19

Handsomely enameled, sturdily built with reinforced corners. Convenient name slot. Contains pint vacuum bottle with plastic cup cap.

OVER 50% OFF

### stag LATHER BRUSH



\$3.50  
Value  
Only  
\$1.69

Genuine 100% Badger bristles set in rubber, with ivory plastic handle. Churns up and smooths on lather without hurting your face. Will last for years.

Save \$1.51 ADRIENNE

### HAIR BRUSH

\$2.50 VALUE

NOW 99¢



Professional style...with long scalp-massaging nylon bristles. Pearlescent back in rose, blue or white.

## Check these Summer Needs at Everyday Low Prices

Bisma-Rex Mint-Flavored Tablets, 4-way antacid in tasty easy-to-take form; ideal for purse, pocket, office drawer, 12's, 10¢ or 3 for 25¢  
 Rexall Hygienic Powder, dissolves in water for use in spray, gargle, syringe, 6 oz. 75¢  
 Aloe-Rex, cooling alcohol body-rub, pint 49¢  
 Rexall Gypsy Cream, greaseless lotion for relief of sunburn, heat rash, chafing, 8 oz. 69¢  
 Rexall Eyelet, soothing cleansing eyewash for overworked eyes, half-pint with eye-cup 69¢  
 Rexall Foot Powder, sprinkler can, 4 oz. 39¢  
 Rexall Aspirin, no liner, faster acting aspirin made, 100 5-grain tablets 54¢  
 Rexall Aspirin for Children, easy-to-take, 1-grain orange-flavored tablets, 50's 35¢  
 Glycerin Suppositories, adult or infant, 12's, 43¢  
 Rexall Soda Mint Tablets, antacid, 140's 35¢  
 Rexall Castor Oil, dependable action, 3 oz., 45¢  
 Monest APC Tablets, time-tested pain-relief formula; contains aspirin; 25 tablets 33¢

Rexall Succharin Tablets, ½-grain, 100's 40¢  
 Rexall Mi-31, amber-color mouthwash, gargle, breath-deodorant, full pint 79¢  
 Rexall Calamine Lotion, for relief of heat rash and skin irritations, 4 oz. 35¢  
 Rexall Deluxe Tooth Brushes, five medically approved styles, with longer-lasting, water-repellent Hyzon bristles, medium or hard; also two styles in natural bristles 59¢  
 Featherlite Deluxe Swim Cap, with chin strap, white or assorted colors 98¢  
 Hy-Da-Way Folding Syringe, regular style 44.95¢  
 Lord Baltimore Portfolio, 36 large flat sheets, 24 matching envelopes, in handy kit 59¢  
 Rexall Pre-Cap Adhesive Tape, positively less irritating, waterproof, ½" x 5 yd. 20¢  
 Rexall First Aid Kit, 11 essential items plus First Aid Manual in metal kit, ideal for glove compartment, office, home, school \$2.50  
 Gypsy Sun Tan Lotion, filters out many burning rays, lets the "tan" through, 6 oz. 75¢

Rexall Gauze Bandage, sterile, 2" x 10 yd. 27¢  
 Rexall Plastic Oint-Bands, elastic adhesive bandages that stretch and cling—even to knuckles; flesh color, waterproof, 27's, 39¢  
 Rexall Cotton Balls, sterile, 200's 59¢  
 Cara Home Cold or Cleansing Cream, 3 oz., \$1.10  
 Cara Home Deodorant Cream 55¢  
 Cara Home Face Powder, choose from compressed in 4 flattering shades or regular in 8 shades \$1.10  
 Stag Brushless Shave Cream, no fuss, no rub-in, stays moist longer, jumbo tube, 50¢  
 Stag After-Shave Lotion, skin freshener 40¢  
 Tiny Tim Antiseptic Baby Oil, 6 oz. 47¢  
 Rexall Chlorophyll Tooth Paste, sweetens breath as it cleans, 3¼ oz. 69¢

Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 48, California.

### LOSE UP TO 5 LBS. A WEEK with Ann Delafield's NEW REDUCING PLAN

Lose where it shows—as much as 5 pounds a week. And Ann Delafield's Reducing Plan keeps you slim once you've slimmed down. It's a safe time beauty plan. You don't starve. You don't count calories. It's a food, not a drug.

#### YOU GET—

1. Big beauty book.
2. 30-day supply of Appetite Reducing Wafers.
3. 30-Day supply of Vitamins.

\$6.95  
(Repeat packages \$1.00 less)



See Ann Delafield's exciting new cosmetics available now at Rexall Drug Stores everywhere.



# REXALL Drug Stores Everywhere!

## 10 great NEW PRODUCTS...



**REXALL MULTI-VITAMIN FORMULA V-10...** really pleasant-tasting, really easy to take, it supplies *twice* the minimum daily requirement of Vitamin B<sub>1</sub>; *five times* requirement for Iron; *plus* minimum daily requirement of Vitamins A, D, B<sub>2</sub>; *plus* Crystalline B<sub>12</sub>..... Pint, **\$1.98**



**REXALL MOUTHWASH WITH CHLOROPHYLL** ...mint-flavored breath-sweetener, exerts a mild cleansing foam. Use mornings and after meals to help keep breath fresh, clean. Also a refreshing gargle. A surface-active ingredient gives it better coverage, deeper penetration..... Pint, **79¢**

### REXALL 5X MULTI-VITAMINS

**5 TIMES STRONGER**  
than established daily requirement of  
all Vitamins with known minimums

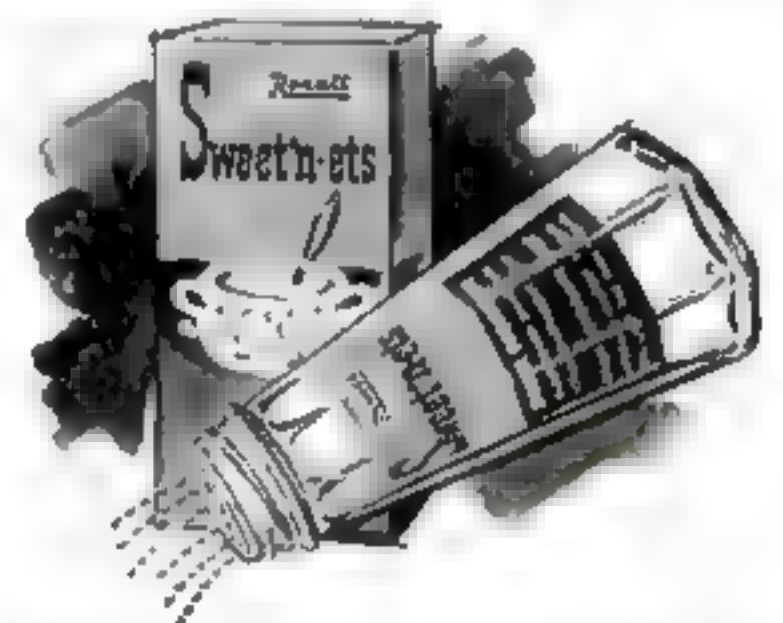
**Introductory Offer**  
10-Day Trial Size  
\$1.79 Value  
**Free of Extra Cost**  
with purchase of  
regular bottle of 50  
Both for only  
**\$6.95**



Now! Get 5 TIMES the established daily requirement of all Vitamins with known minimums in a new, carefully balanced Vitamin formula! Rexall 5X Multi-Vitamins give you 20,000 Units of Vitamin A; 2,000 Units of Vitamin D; 5 mg. of Vitamin B<sub>1</sub>; 10 mg. of Vitamin B<sub>2</sub>; 150 mg. of Vitamin C... *plus* Niacinamide and Red Crystalline Vitamin B<sub>12</sub>. Try them for 10 days. If not completely satisfied, return the unopened bottle of 50 tablets and your full purchase price will be refunded.



**REXALL MINERALIZED B-COMPLEX...** one formula that gives you significant B-Complex protection—9 Vitamins, including red Crystalline Vitamin B<sub>12</sub>, plus Liver, Iron, Vitamin C, and 11 mineral trace elements..... 100's, **\$5.95**



**REXALL SWEET'N-ETS SPRINKLE...** at last, a non-fattening sweetener in granulated form! No bitter after-taste—just sprinkle on cereals, fruits, berries for all the taste—none of the calories. It's the easy-to-use sugar substitute in a shaker! 2 1/4 oz., **98¢**



**AEROSOL FUNGI-REX FOR ATHLETE'S FOOT...** a greaseless, stainless spray-on relief that's easy, quick, clean! Finger-tip controlled spray eliminates messy application...gives positive coverage to entire infected area. Effective for athlete's foot infection. 4 oz., **\$1.59**



**REXALL CELUREX LAXATIVE...** a modern therapy for constipation that gives 2-way relief, encourages normal bowel habits. Supplies natural, lubricating bulk, *plus* gentle stimulation for relieving temporary or occasional constipation. 130's, \$1.69 .... 65's, **89¢**



**AEROSOL REX-SALVINE for BURNS** ...cooling, soothing, antiseptic spray forms protective film to prevent infection, promote healing. Quickly relieves surface pain of burns, scratches, cuts, chapped skin and minor skin irritations. Stainless, greaseless, easy to use... 5 oz., **\$1.39**



**BISMA-REX GEL...** now in liquid form, Rexall's exclusive time-tested formula for relief of acid-indigestion. Gives the same fast, 4-way action, *plus* the added advantages of adsorbing and neutralizing excess stomach acid and leaving a protective coating. 8 oz., **\$1.19**



**REXALL SUNBURN CREAM...** film-forming compound giving more uniform coverage, better adherence than ordinary sunburn remedies. Relieves sunburn misery almost immediately; eases irritation, itching and burning, helps you sleep easier after exposure.. 3 oz., **69¢**

**You can depend on any drug product that bears the name Rexall**





"Up a little... Nope... Nope... Down now... A little to the left... That's th' girl... Right now... Hold it... Over..."

**No use talking...**

## DURALLS ARE BETTER!

**New window screens go up from inside...in seconds!**

**Never need paint! Roll up for storage!**

**No Difficult Juggling!** Duralls snap on from inside easily, quickly. Grip window frame with tight, bug-proof tension. No more trouble than hanging window-shades.

**No Painting or Upkeep!** Duralls are light-weight, enduring aluminum. Never rust, warp, rot or stain. No termite problems. Keep original good looks indefinitely.

**No Window-Cleaning Trouble!** Duralls may be released by two simple clamps. Push out of the way easily as a curtain, to wash outside windowpanes, water flower boxes.

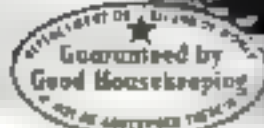
**No Storage Problem!** Duralls roll up into slim aluminum cylinders that only weigh ounces! Slip into convenient cartons. Store in nearby drawer or closet corner!

**Low Expense, Too!** Actually cheaper to buy new Duralls than repair old-fashioned screens! And no upkeep cost! Duralls are the no-work, all-pleasure screens of today. See them now!

Over 4,000,000 Duralls now giving complete satisfaction in every state in the Union. If your hardware or lumber dealer cannot supply you, write for nearest Durall dealer. New York Wire Cloth Company, 63 Park St., New Canaan, Conn.

**DURALL**  
*Tension*  
**SCREENS**

West of the Rockies, ask for RYLOCK



Snap on easy...from inside your house!



Store on closet shelf...in drawer!



DURALLS have Famous Alden "Multi-Strand" Reinforced, Flat-Edge Screening to insure grip seal...Patented by New York Wire Cloth Company

## LAST OF NINTH TWO OUT, TWO ON DODGERS BEHIND



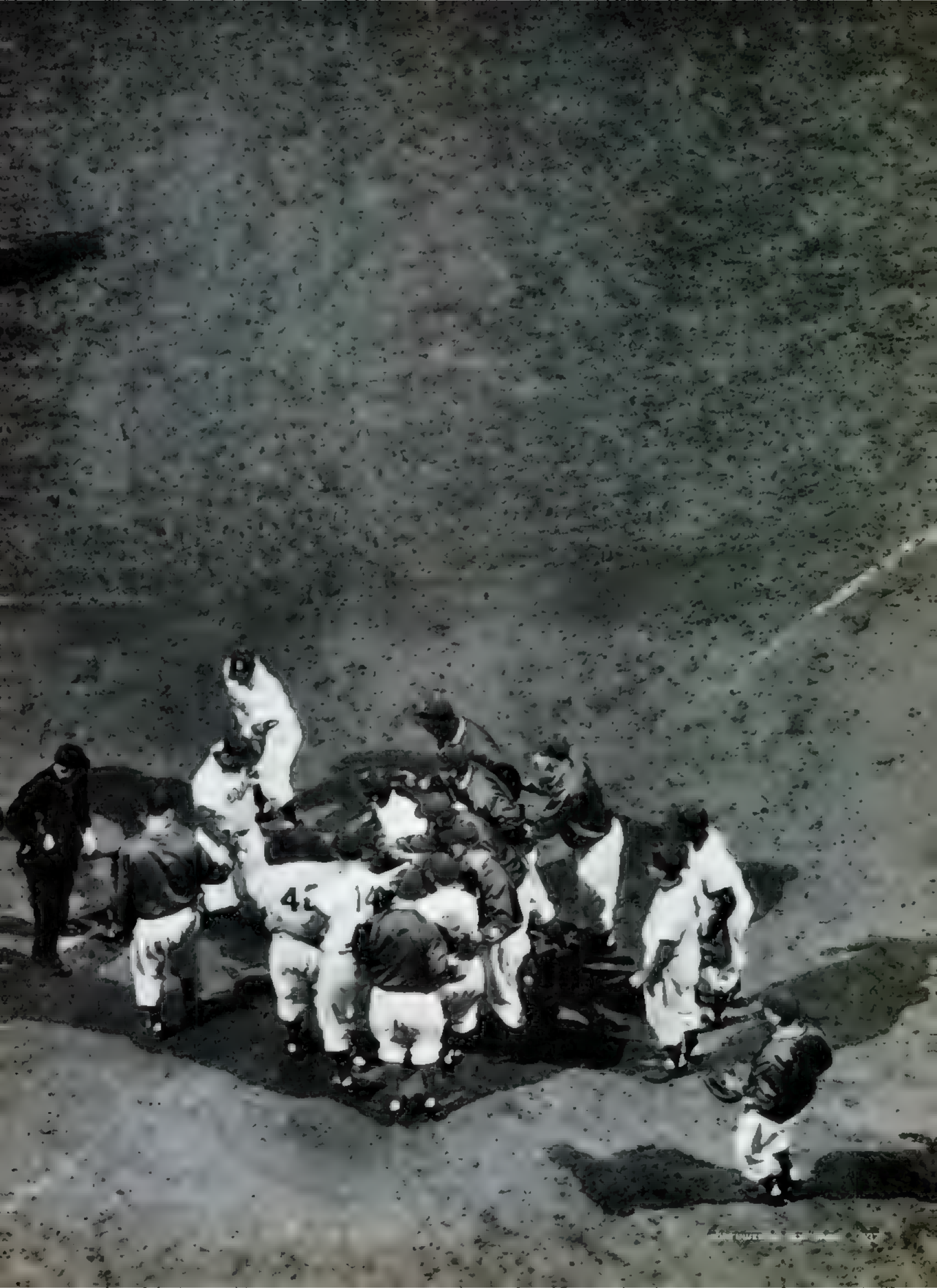
## CAMPY SWINGS DODGERS WIN

Roy Campanella, who catches for the Brooklyn Dodgers, has an indisputable theory about batting. "When you're hitting, you hit," he says, "and when you're not hitting—well, you just don't hit." With this detached attitude he came to the plate one night last week, his wad of chewing tobacco lodged firmly in one cheek. His team was trailing the New York Giants 3-2, with two out and two on base in the last of the ninth. Campy spit twice, took the first pitch for a strike, then took a mighty swing (above).

As the ball soared toward deep left-center Campy hesitated; he did not want to exert himself with running if it was going to be caught. It wasn't. Instead it landed in the stands for Campy's second homer of the game. Giant pitcher Jim Hearn (upper left in picture at right) walked dejectedly from the field as the Dodgers swarmed out to greet Campy at home plate—he is just passing the umpire and a jacketed Dodger and reaching for the hand of Jackie Robinson (No. 42).

The greatest catcher of his day, Campanella for a while almost singlehandedly carried his team along. In runs batted in (53) and homers (17) he was far ahead in the National League. He was even ahead of the great Babe Ruth's record 1927 home run pace. When reminded of this gratifying fact, Campy replied, "Aw nuts!"







## CAMPY HANDLES BAD PITCHES



**A LOW PITCH** (left) bounces out of dirt, but Campy moves to stop it with one knee. Quick despite his casual air, he allows very few passed balls.

**A HIGH PITCH** (right) does not even make Campy rise out of crouch. He spears it nonchalantly. Rival Catcher Westrum and Giants watches technique.



**SOOTHING PITCHER**, one of his self-appointed tasks, Campy goes over hitters with tense, headed Russ Meyer in the dugout (left) before game.



**SHOVING PITCHER** away from Umpire Donatelli after flare-up (right), Campy tries to keep Meyer from being ejected. Meyer got heaved out anyway.

**JUST ONE BRUSHING WITH**

**COLGATE**

**Chlorophyll Toothpaste**

**DESTROYS BAD BREATH**

Originating in the Mouth

**MORE EFFECTIVELY!**



**Clinical Tests Prove It Works**

**More Thoroughly, for a Longer Time**

**Than A Non-Chlorophyll Toothpaste!**

In "Osmoscope" tests with actual cases, (men and women who had unpleasant breath), Colgate Chlorophyll\* Toothpaste was proved to act more thoroughly,

and give longer-lasting protection. Even at the end of four hours, it was proved to give far greater reduction of bad breath!

**RIDS MOUTH OF DECAY BACTERIA!**

Just one brushing with Colgate Chlorophyll Toothpaste cleans your mouth of a high percentage of bacteria. Remember: bacteria and acids are a chief cause

of tooth decay. Every time you brush with Colgate Chlorophyll Toothpaste you reduce these destructive acids!

**COMMON GUM TROUBLE REDUCED TWICE AS FAST!**

Clinical tests (now published in a dental journal!) with 589 children show that chlorophyll toothpaste can reduce gingivitis twice as fast as a white toothpaste! Even severe cases were quickly im-

proved! Here is scientific proof that regular brushing with Colgate Chlorophyll Toothpaste can help your children have a better chance for sound, healthy gums!

\*Contains water-soluble chlorophylline

**YOU CAN PROVE IT YOURSELF!**

**No Other Toothpaste**

**HAS MORE ACTIVE CHLOROPHYLL**

**And You Can Be Sure Colgate's Is in Effective, Soluble Form!**

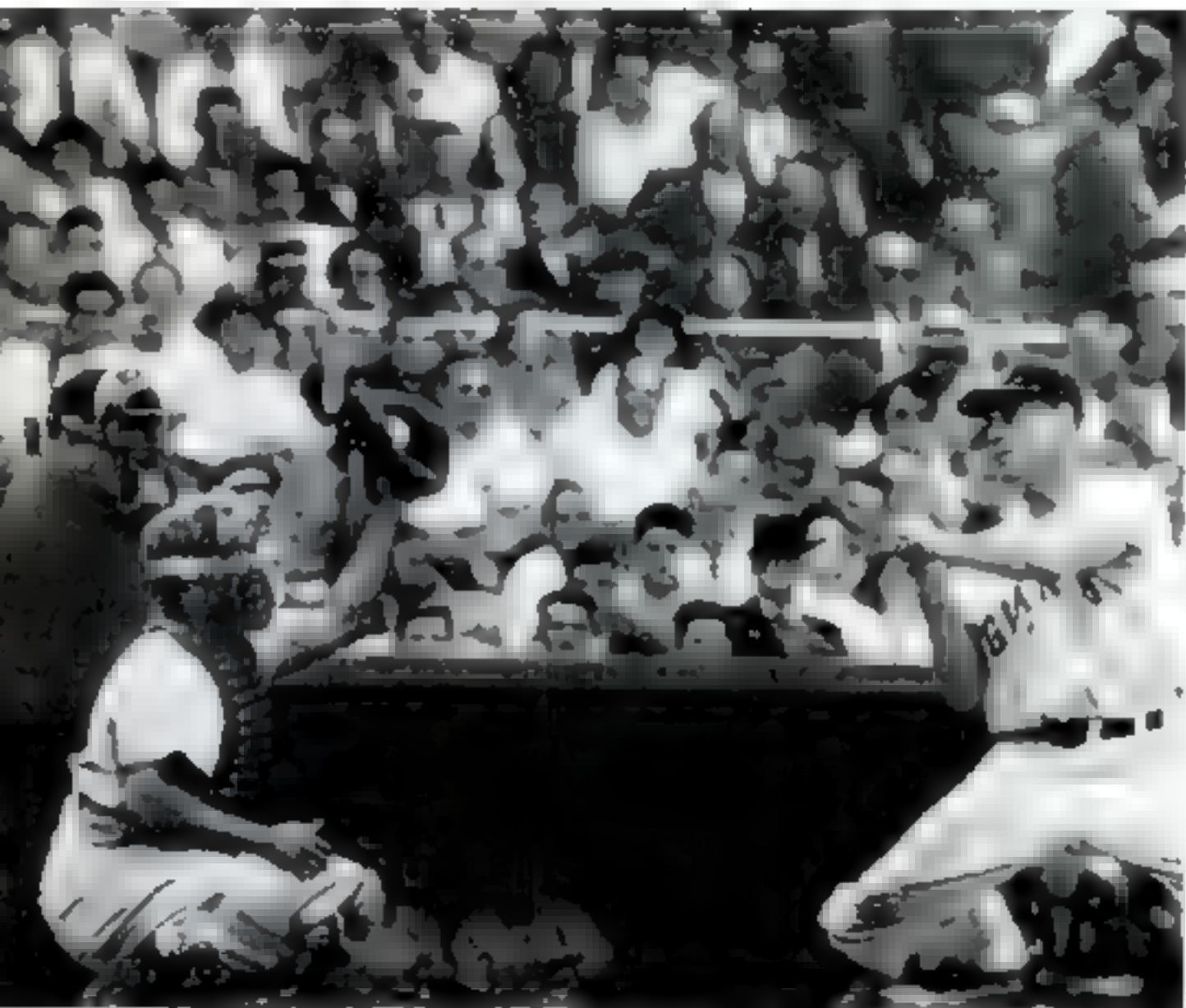


Here is the proof! When equal amounts of Brand "A", Brand "B" and Colgate Chlorophyll Toothpaste are mixed with water, the solution with Colgate turns a darker, richer green, thus proving it contains more soluble chlorophyll than either brand. And while the chlorophyll in other brands may settle to the bottom, you won't see this happen with Colgate Chlorophyll Toothpaste. The water remains a clear, dark green, even for days, showing that the chlorophyll is completely dissolved—ready to help you against bad breath and common gum disorders!

**Make Sure You Get The Full Benefits of a Chlorophyll Toothpaste...with this New, Exclusive Colgate Formula!**



## AND BAD-TEMPERED PITCHERS



**CAMPY'S HANDS** are tough and strong (right), grip bat close to end. He has had fingers broken six times. Black stain above his hands is gripping wax.



**CAMPY'S FEET** are dug firmly in after his swing (left). He stands with his left foot outside ("in the bucket") but then steps squarely into the pitch.



CONTINUED ON NEXT PAGE

Everyone's in favor  
of giving Dad a **ZIPPO**...



## Especially Dad!

If you give Dad a Zippo this **Father's Day**, you'll have a hard time finding a gift he'll like as well for next Father's Day. (But then, most men like to have two of "the world's best-loved lighter" . . . and a neighbor of ours has one for each suit, and a spare in his fishing-tackle box.)

A man uses his Zippo many times daily, for years and years. When it's a gift from loved ones, it's doubly precious.



Zippo lighter prices from \$3.50 to \$210.00. Prices include Federal Excise Tax. Engine Turned, \$5.75

Free repair service for life! Zippos are windproof, work even in wind or rain. Leathercrafted, \$6.00

Any Zippo with initials, signature or brief written message, only \$1 extra. Town & Country, \$8.50

# ZIPPO

ONE ZIP WINDPROOF LIGHTER

ALL lighters work better with Zippo Flints and Fluid

©1953 Zippo Mfg. Co., Bradford, Penna. • In Canada: Zippo Mfg. Co., Canada, Ltd., Niagara Falls, Ontario. Prices slightly higher in Canada



Why wait for old-fashioned pain relief?



# BUFFERIN<sup>®</sup>

acts twice  
as fast  
as aspirin!

Doesn't upset your stomach!



Bufferin acts twice as fast as aspirin; won't upset your stomach because Bufferin's special formula combines aspirin with two antacid ingredients.

A PRODUCT OF BRISTOL-MYERS

## Campanella CONTINUED



**MANICURE** is precaution against hangnails. After infection last year the Dodgers' trainer ordered this as a safeguard.



**PLAY TIME** at his St. Albans, N.Y. home finds Campy in basement with wife, two of his five kids. He owns 30 sets of trains.



**MONEY-MAKING SIDELINE** for Campy, whose baseball salary is over \$30,000 a year, is Harlem liquor store which in 18 months has almost paid off investment. Here, after daily visit, he approaches his baby-blue Cadillac. Store, says Campy, keeps him relaxed—"With all this, why shouldn't I be?"

rushed? hungry?

**Tasty Hot Pork Sandwiches ...in Minutes!**



No trouble at all making up a delicious last-minute meal when you use these succulent slices of U. S. Gov't. Inspected Pork. It's been flavor-roasted like you'd do it, with plenty of bubbling rich gravy! Ready to heat and serve "as is"—or for preparing dozens of tasty, quick and easy meat meals. Keep several cans on hand. Ask your grocer for Krey Sliced Pork or Sliced Beef today!

Quality Midwestern **KREY** Made Since 1922

KREY PACKING COMPANY • ST. LOUIS 7, MO.

**NEW!**

Soft Drink Concentrate  
1 can makes 7 full glasses.  
Needs no sugar  
Non-carbonated  
**JUST MIX with WATER**



WHEN IT'S HOT...HEAD FOR SHADE

**CORNY'S DISSOLVE GETS-IT** LIQUID CORN REMOVER  
Even when you walk... this proved... solves toughest corns... use it today!  
PAINLESS—NOTHING FASTER

**IDEAL'S California Gardens POOL**

Keeps them **HAPPY - SAFE and COOL**



**BRING THE BEACH TO YOUR HOME**

Let them splash... let them play... let them enjoy the happiest summer of the young lives in Ideal's wonderful wading pool... Long lasting heavy gauge... easy to inflate... EASY to drain... Size 6' x 42' x 9" — \$10. Other sizes \$8.50. Get one for the kids.

It's A WONDERFUL TOY...IT'S **IDEAL**



**AMERICA'S NEW RAILROAD**



*A 50-yard dash with a potato on a spoon! An exciting bit of Americana—but it's not the*

# World's Greatest Potato Race

*That's the 2200-mile dash on the Santa Fe  
with 1,350,000,000 potatoes*

Somebody east said, "Pass the potatoes!"

Out in California, the fertile San Joaquin Valley heard them. And look what happened.

Santa Fe started moving 14,000 to 15,000 carloads of potatoes to hungry markets all

over the Midwest and East. 36,000 to 40,000 pounds to a carload. As high as 550 carloads per day at the peak of the harvest. That's more than 1,350,000,000 potatoes. And that's a lot of spuds.

Bag 'em. Load 'em. Roll 'em. And hustle. Somebody east said, "Pass the potatoes!"

## **MARKETS ARE PERISHABLE, TOO**

From America's largest fleet of refrigerator cars owned by an individual railroad, these yellow Santa Fe "reefers" are dispatched to the "Potato Capital of the West."

There the cars are cleaned, checked, loaded, switched. And iced fast (a car a minute, if you please). These potatoes can't wait!

In servicing the cars as they speed east,

new icing docks at Bakersfield and Needles, Calif., Belen, N. Mex., Waynoka, Okla. and Kansas City work the clock around. Electronically-controlled "hump" yards speed the switching.

## **SANTA FE PRECISION—SANTA FE SPEED**

On-time delivery calls for full-time precision to keep these schedules "on the advertised."

After the potatoes come the wheat . . . citrus fruits . . . grapes . . . melons . . . and green vegetables all year long—flooding east from Santa Fe country to you. Everything from avocados to zucchini.

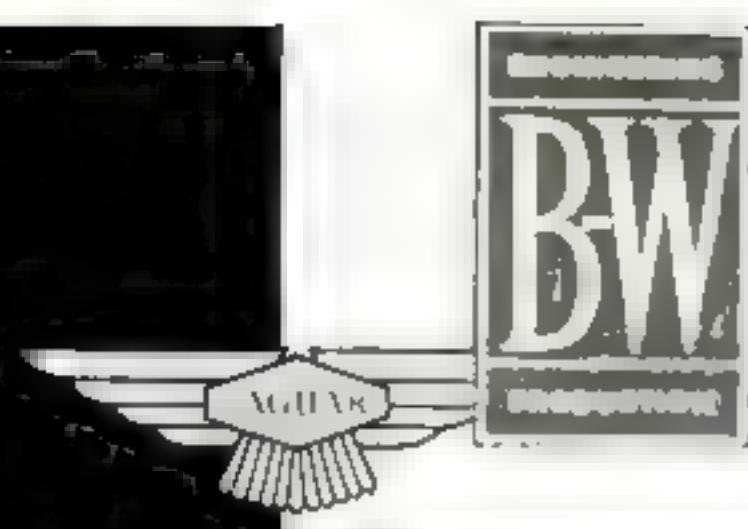
It costs Santa Fe millions of dollars to serve you so—and provide you with Super Chiefs, too! But we're proud to say they are earned dollars. Not one penny comes from the taxes you pay.

## **SANTA FE SYSTEM LINES**

# PROGRESS THAT PAYS ITS OWN WAY







# IN THE NEW JAGUAR *Mark VII*

## B-W AUTOMATIC TRANSMISSION



To the special needs of the celebrated Jaguar,  
Borg-Warner now produces this precision automatic drive.

Working hand in hand, Borg-Warner and Jaguar Cars, Ltd. of Coventry, England, now offer the first automatic drive designed for use in a British sports sedan.

To the famed Jaguar performance, so prized by motor-ing enthusiasts, the B-W Automatic Transmission adds new brilliance. It gives instant response to the throttle. There's flashing acceleration . . . as keen, uninterrupted flow of quiet power with never a hint of sluggishness. Yet, gasoline economy is improved. At stops, there's no

creeping. And for maximum safety on hills, this new transmission permits effective braking by the engine.

Known to countless owners of American-made cars, B-W Automatic Transmission is one of the many evidences of Borg-Warner's resolve to "design it better—make it better." Today, 19 out of the 20 makes of U.S. cars contain Borg-Warner parts such as transmissions, overdrives, power steering, clutches, universal joints, propeller shafts, radiators and timing chains.



*B-W Automatic Transmission Unit is one of the most efficient and smoothest of any ever made. It is a masterpiece of engineering and design. It is a product of the Borg-Warner Corporation, a company that has been manufacturing power products for over 40 years.*

★ **ALMOST EVERY AMERICAN  
BENEFITS EVERY DAY FROM  
THE 185 PRODUCTS MADE BY**

# BORG-WARNER

*These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE HEAT • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION*



# PENNY STOCKS FOR DOLLAR PROFITS



LATEST BOOM PRICES FROM FLOOR ARE FLASHED ON BOARD BY OPERATORS

Amateurs get rich quick as Canada's mining boom makes Toronto Exchange busier than Wall Street

by HERBERT BREAN

**T**HESE days Toronto, Canada, an ordinarily staid community known as the "City of Churches," is atwitter with the pleasurable excitement of a middle-aged bank clerk who has just collected on his first long shot at the track and now cannot wait for the next race to begin. That next race may begin this summer, possibly even next month, with another boom in mining stocks listed on the Toronto Exchange.

Toronto's most recent stock boom last winter and spring was also its biggest. To understand how big "biggest" means it is necessary to recall that Toronto is the financial hub of Canada, which in turn is the mining hub of the Western Hemisphere. Canada's ore-rich economy has burgeoned mightily (LIFE, Oct. 13, 1952) since the end of World War II, and the Toronto Stock Exchange has seen a succession of eye-popping stock booms—first in relatively conservative industrial stocks (1951), then in base metals and western oils (1952) and this year in both base metals and uranium. Each boom proved bigger than the preceding one. As a result the exchange last month issued an annual report in which it could boast that for the first time in history its total number of shares traded (although not its dollar volume) had exceeded those of the New York Stock Exchange, heretofore North America's busiest.

The Toronto Exchange has long been noted for "penny stocks"—oil and mining stocks that sell for from a few cents to a quarter a share, since they are issued by wistful little companies whose assets consist chiefly of remote, lightly explored tracts that may or may not turn out to contain mineral wealth. These "drill-hole securities" offer people of humble income a chance to become minor-league Hetty Greens and Jay Goulds overnight. When a succession of finds in uranium and base metals touched off the recent boom, in January, it was this kind of tycoon-in-miniature who made a large part of the fantastic profits.

Besides enriching the indigent, the dramatic rise of a handful of stocks in a matter of days from a few cents to several dollars or more per share encouraged the purchase of many other penny stocks. Consequently dozens of small companies now have enough money to act like big ones. They can afford to hire drill crews for the summer prospecting season to ascertain what they really have. With so many prospectors in the field, the chance of more electrifying finds is greatly multiplied. M. J. Boylen, who was responsible for one of last year's biggest strikes, has enthusiastically predicted that the summer finds will be so numerous and important that the Toronto Stock

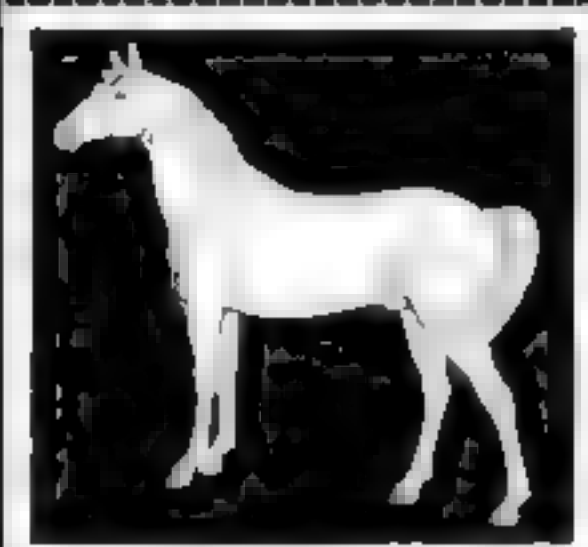
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AS ANOTHER HECTIC DAY OPENS IN TORONTO STOCK EXCHANGE, BROKERS SCREAM AND GESTURE TO GET RID OF ORDERS THAT HAVE PILED UP DURING NIGHT





# What a SCOTCH!



## White Horse... of course!

BLENDING SCOTCH WHISKY 86.8 PROOF  
Browne-Vintners Co., Inc., N. Y., Sole Distributors



"Who cares about oil - we've struck lanolin!"



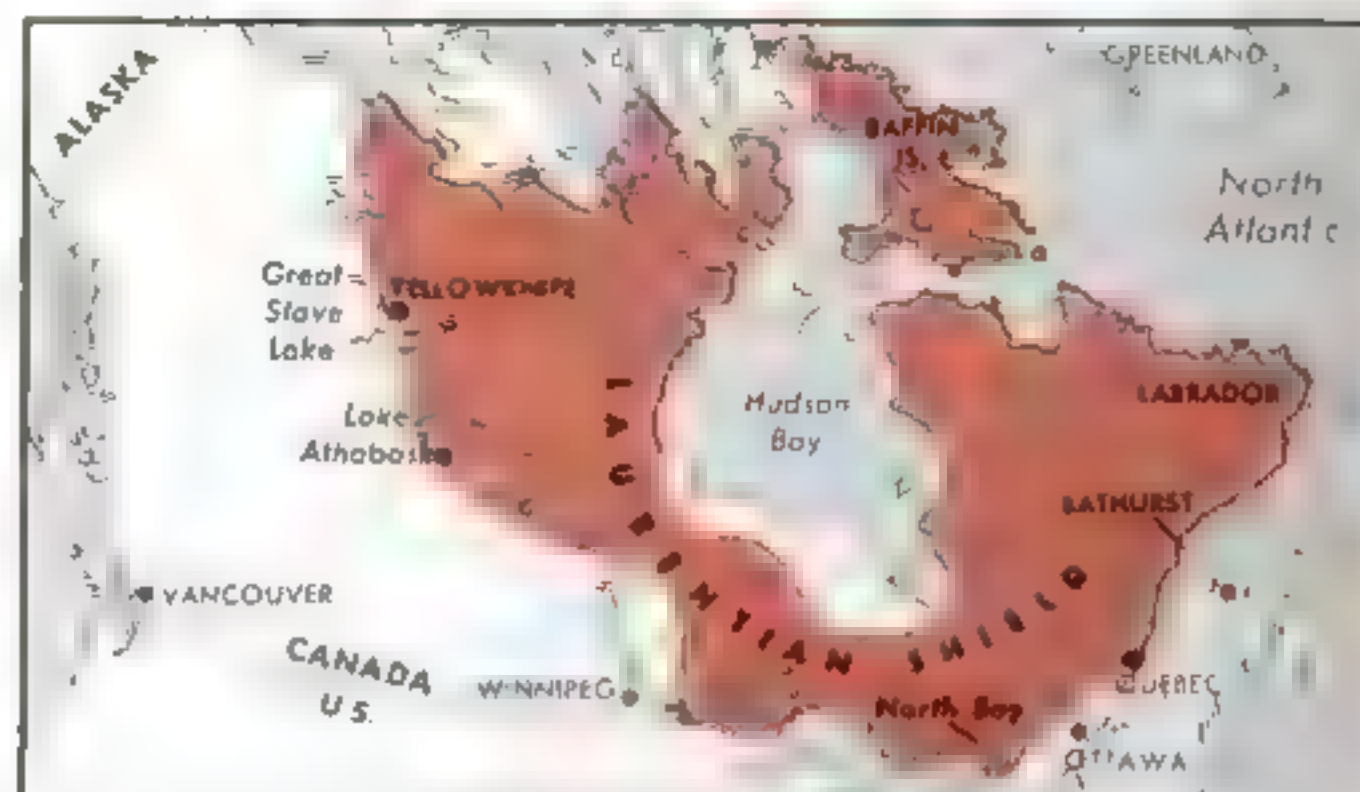
Get that successful look  
with America's largest  
selling Hair Tonic!



CAN YOUR SCALP PASS  
THE FINGERNAIL TEST?

Don't give dandruff and  
dryness a chance to ruin  
the looks of your hair. Keep  
it neat and natural all day  
with Wildroot Cream-Oil.  
Made with the heart of  
lanolin, so much like the  
natural oil of your skin!

29¢ 60¢ 41



RICH LAURENTIAN "SHIELD" yielded finds that caused flurries in Toronto. Biggest were at Lake Athabasca, North Bay, Bathurst (edge of shield)

### TORONTO CONTINUED

Exchange will see some 17-million-share days. That is why the heady scent of quick wealth is in the air.

Toronto's small investors know what happened in the last boom. A Toronto commercial artist who had bought a thousand shares of one-penny stock and departed for a January vacation in Barbados returned to discover he had made \$10,000 while sunning himself. A group of ladies working together in Haileybury, Ontario, once the home of famed Mine Developer Gilbert LaBine, who had followed the local boy's success but thus far had not attempted to capitalize on it, pooled their slender resources last fall and bought 30,000 shares of one of his stocks. All are now independently wealthy. An old woman who had been living on a \$10-a-month pension in St. Catherine, Ontario was browsing through papers left by her late husband when she came upon a certificate for 5,000 shares of heretofore valueless stock. She found it was now quoted at \$10 a share. A Toronto journalist, member of a profession not noted for its business acumen, had married a few months before the late winter boom and invested in Gunnar Gold, then quoted at \$2, the several hundred dollars that they had saved for a house. Soon after, it went to \$13 and the happy bride concluded that she had unwittingly married a financial genius.

At the height of the boom on Feb. 20, the Toronto Exchange traded 12,398,000 shares in a single day's 5½-hour trading, which compares favorably with the all-time record, 16,410,000 shares, traded on the New York Exchange on the memorable Tuesday, Oct. 29, 1929, that ushered in the Great Depression. Because it deals in stocks that are bought and sold in staggering numbers the Toronto Exchange has what it believes is the world's most efficient equipment for the instantaneous reporting of transactions on the floor. This includes the usual enlargement of the stock ticker tape which runs across illuminated screens on either side of the modern, muraled trading chamber. In spite of the efficient equipment, however, the tape occasionally ran as much as 20 minutes late during the height of the speculative frenzy—not because it could not mechanically keep pace with the price changes but because its illuminated enlargement would have moved too fast to have been legible to the traders below.

Market tips flew faster than gossip at Toronto bridge tables. "It's another Quemont," was whispered again and again, a reference to a postwar stock that once went from 18¢ to \$29.50. Thousands of Torontonians gave up eating lunch to watch the tape, and clearing house crews toiled into the morning hours to complete recording of yesterday's transactions before the next trading session should begin. In late January and early February there were six days in which the total sales topped the 10-million-share mark.

Toronto brokers believe that their colleagues' profits reached an all-time high in the first three months of 1953. Their offices were besieged by telephone calls beginning, "I want to buy uranium stock—what do I do?" and by people asking for stock name code books so that they could understand what they saw on the tape. Would-be investors invaded brokerage offices brandishing \$20 bills which they hoped would make them rich; responsible brokers tried, sometimes in vain, to discourage them on the ground that a man with only his rent money to invest should invest it in rent.

The frenetic activity in Bay Street was touched off by two major mineralogical discoveries in the Canadian or Laurentian Shield (map, above). This is an enormous, mostly desolate area which contains the oldest rocks in the world. It also contains enormous deposits of copper, nickel, gold, silver, asbestos, zinc, lead, pyrites

CONTINUED ON PAGE 147





SPECIALLY FOR SUMMER...

# Salad Success Secrets

There's nothing quite like Ann Page Dressings to bring out the best in your salads. You'll like the distinctive, mildly tart flavor of Ann Page Salad Dressing...and the delicate, fresh-tasting goodness of Ann Page Mayonnaise. Both are rich with fine salad oil and egg yolks...each has its own precious flavor secret. And these delightful dressings, like the whole fine family of Ann Page Foods, are thriftily priced to save you money.

*Serve Salads crispy-cold.* Salads taste best when made with ingredients thoroughly chilled and served on ice cold plates.

*Use crunchy bits to make hits.* Choose from these: apple, celery, raw cauliflower, cucumber, radish, green pepper, onion, bacon bits, nuts.

*Win favor with flavor contrast.* A few hints: avocado slices, cress, asparagus, scallions, carrot tops, fresh herbs (mint, dill, etc.), cold cuts in strips.

*Add gaiety with garnishes.* Color accents: carrot curls, chopped parsley, green pepper rings, cucumber wheels, stuffed olives, radish roses, tomato wedges, cherries, berries.

And remember...THE DRESSING MAKES THE SALAD!

SERVE YOUR SALADS *PERFECTLY DRESSED*  
AT THRIFTY COST by **ANN PAGE!**

Among the 33 Fine Foods  
in the Famous Ann Page Family  
are such favorites as:

Preserves, Prepared Beans, Peanut Butter,  
Macaroni Products, Prepared Spaghettis,  
Sparkle Gelatin Desserts and Puddings,  
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PROVES  
*Fine Foods  
Needn't Be  
Expensive*







*"Preview of the Wedding Presents," by Hudson Southam. A color illustration series 'Home Life in America'.*

*In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation...Chartered 1862





and a host of other minerals—virtually everything but tin. The uranium from which the first atomic tests were made came from the Canadian Shield's Eldorado mine. The airplane and such efficient aids to modern prospecting as the airborne scintillometer and Geiger counter have enormously accelerated exploration of the Shield's two million square miles of waste, and it is this which is largely responsible for the succession of booms in various mining stocks that have swept the Toronto Exchange in the past few years.

Almost a year ago Gilbert LaBine, the Canadian mining entrepreneur and uranium specialist who located the Eldorado mine, dispatched a prospector named Albert Zeemel into the same general

area to seek more uranium. As Zeemel worked over a small peninsula jutting from the north shore of Lake Athabaska, his Geiger counter started ticking like a 98¢ alarm clock, and he presently concluded that he had made the find of a lifetime. In Pre-Cambrian times hot uranium ore had boiled up through a transverse fault in the earth's warm surface here, had spilled out, and now lay at the surface or beneath only a light overburden. Zeemel staked a claim on the land, excitedly reported his find to LaBine and, according to reports, wisely began amassing shares for himself in the company employing him.

This company, confusingly but typically, was named Gunnar Gold Mines Ltd., which LaBine had founded in 1933 to mine gold. It had prospered for a time but had lost money since 1948. It was named after another prospector, Gunnar Berg, an amiable Swede who discovered the gold that launched the company. The fact that it now found itself in the uranium business illustrates the transient character of many Canadian mining companies whose interests shift with the finds of their prospectors. At one point last year Gunnar's stock was worth 23¢ a share. However, as test drilling began to indicate a really great find (the full pattern is not known even yet), word began to seep out in late summer and fall. It was quickly reflected on the sensitive Toronto Exchange, where Gunnar stock started quietly moving up.

While this was happening, mining veteran Matthew James Boylen believed that New Brunswick, in far eastern Canada, might hold important mineral wealth, and had a talk with some wealthy New Yorkers. Mineralogically speaking, New Brunswick is the poor relation among Canada's nine provinces, and it produces a scant 1% of the country's mineral production. However, it is in the nature of such exploration for the unexpected to happen. (Modern Canadian mining is supposed to have been started when a railroad worker near Cobalt, Ontario hurled his hammer at a rabbit and thereby knocked a large hunk of silver ore off an exposed rock.) The New Yorkers expressed willingness to back Boylen's unorthodox view with money. An honest man, Boylen told them to kiss their money goodbye and led a prospecting crew into the field.

Instead, the New Yorkers soon kissed much more money hello. Near Bathurst the prospectors came upon promising terrain, and last December test drill cores were drawn from the earth, yellow with sulphides, glittering with lead, zinc and copper. "The find ranks among the biggest in Canadian mining history," proclaimed the conservative trade magazine *Northern Miner*. Other prospectors rushed into both the Bathurst and Athabaska areas. Thirty thousand claims were staked in the New Brunswick region alone and what land had not already been staked along the north shore of Lake Athabaska was promptly claimed.

The effects on the stock exchange were electric. The stock of New Larder U, Boylen's company, went from 12¾¢ to \$2.65 in a month. Then he organized the Brunswick Mining and Smelting



**MINER LABINE** exhibits a piece of the uranium that helped touch off Toronto's stock boom.



**MINER BOYLEN** fondles a sample of the zinc that made his New Brunswick gamble pay off.

CONTINUED ON NEXT PAGE

## When Grand-dad shaved from the rain barrel he had the right idea!

Now you can have a really close, wonderfully comfortable shave—even in the hardest water

• Why did Grand-dad so often take the trouble to get water from the rain barrel for his shave?

Because rain water is *soft* water . . . and the softer the water, the wetter your whiskers and the better shave you get.

**Better than softest rain water!**

Today, with the new Glider, an *Instant* brushless shave cream, you get a good shave *even in hardest water!* Glider Instant has a special wetting agent that conditions even *hard* water to do a better job than the softest rain water!

**Results?** With new Glider Instant Brushless your beard is soaked soft to let you shave fast as you want and close as you need . . . *and your skin has unbelievable freedom from the razor's irritation.*

You'll find this wonderful new



New Ingredient "out-softs" rain water

Glider Instant at all drug counters now. And in spite of all it does—there's no increase in price! So get your tube of the new Glider Instant—today!

**Try the new Glider—FREE**

We're so sure you'll like it that we give you this chance to try the new Glider free: Just send your name and address to The J. B. Williams Co., Dept. LG-22, Glastonbury, Conn.

We'll send you a Guest Size tube, absolutely free, by return mail.

## when it's time for TELEVISION

it's time for **Evans** HAND TURNED SLIPPERS

Relaxation and enjoyment have been long associated with Evans Slippers. Father's Day is the ideal time to renew that association. You'll find this newest Evans Slipper at fine stores everywhere.

**L. B. EVANS' SON COMPANY**  
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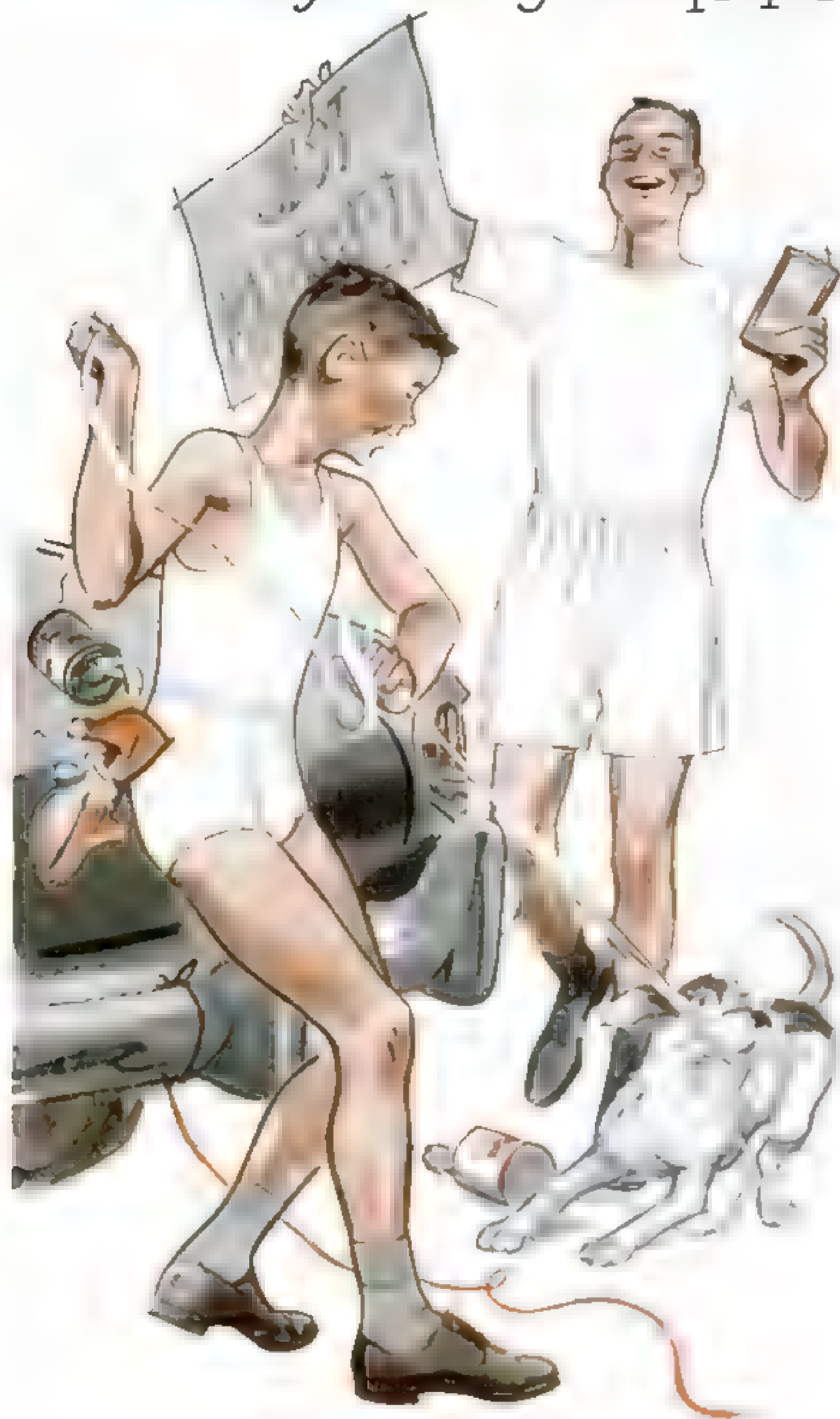
newest style in EVANS SLIPPERS  
**Tel-E-Tyme**  
T.M. REG. U.S. PAT. OFF.

Evans Slippers are priced from \$4.95 to \$9.95

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Say **NEVA VEX** Trigs...  
always fitting and proper



**Pick your style... THE NEW KNIT BOXER TRIGS  
or TRIGS BRIEFS WITH NEVA VEX® FRONT**

**LAD** likes Trigs Briefs with the exclusive Neva Vex Front.\* Never binds, sags or rides-up. Seamless seat. Long-life elastic in waist and leg bands. Fine combed cotton knit in white with the famous blue front trim. For Lads, 89¢. And for Dads, \$1.10. Trigs Athletic Shirt in fine combed cotton knit. For Lads, 69¢ — 85¢. For Dads, \$1.00.

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**DAD** picked the new Boxer Trigs... knit for softness and "give." Handsome tone-on-tone fine combed cotton fabric. Nylon-reinforced elastic waistband. White or in smart colors — blue, green, or tan. \$1.50 (Men's sizes only). His Trigs Super T-Shirt has no-sag Nylon-Set Neckband, exclusive Nevabind® Sleeves. For Dads, \$1.50. For Lads, \$1.25.

ALL TRIGS ARE **Carter-Kale**® WON'T SHRINK OUT OF FIT!  
FINE COMBED COTTON KNITS NEED NO IRONING

Yes **NEVA VEX** makes fine underwear for the whole family

The William Carter Company, Needham Heights 94, Mass.



**PROSPECTING MAIN STREET** of North Bay, Ontario, uranium hunter follows Geiger counter through traffic. Another claim-staked the local church.

**TORONTO** CONTINUED

Company to mine the new discovery and offered stock at \$10 a share. It was immediately oversubscribed and went to \$21.75. Gunnar Gold had moved from 23¢ to \$2.44 by year's end. Now it mounted steadily to a high of \$13.75, an increase of roughly 6,000% in less than 12 months. Stocks of adjacent companies moved with similar if not equal speed. Cracklingstone went from \$1.75 to \$4.40. Chimo from 72¢ to \$3.45; Rix Athabasca from \$1.62 to \$3.40. New Brunswick-located companies also made dramatic gains. Nubar, 10¢ a share one month before, hit 80¢; New Highridge, which had sold at 9¢ at year's end, hit 82¢.

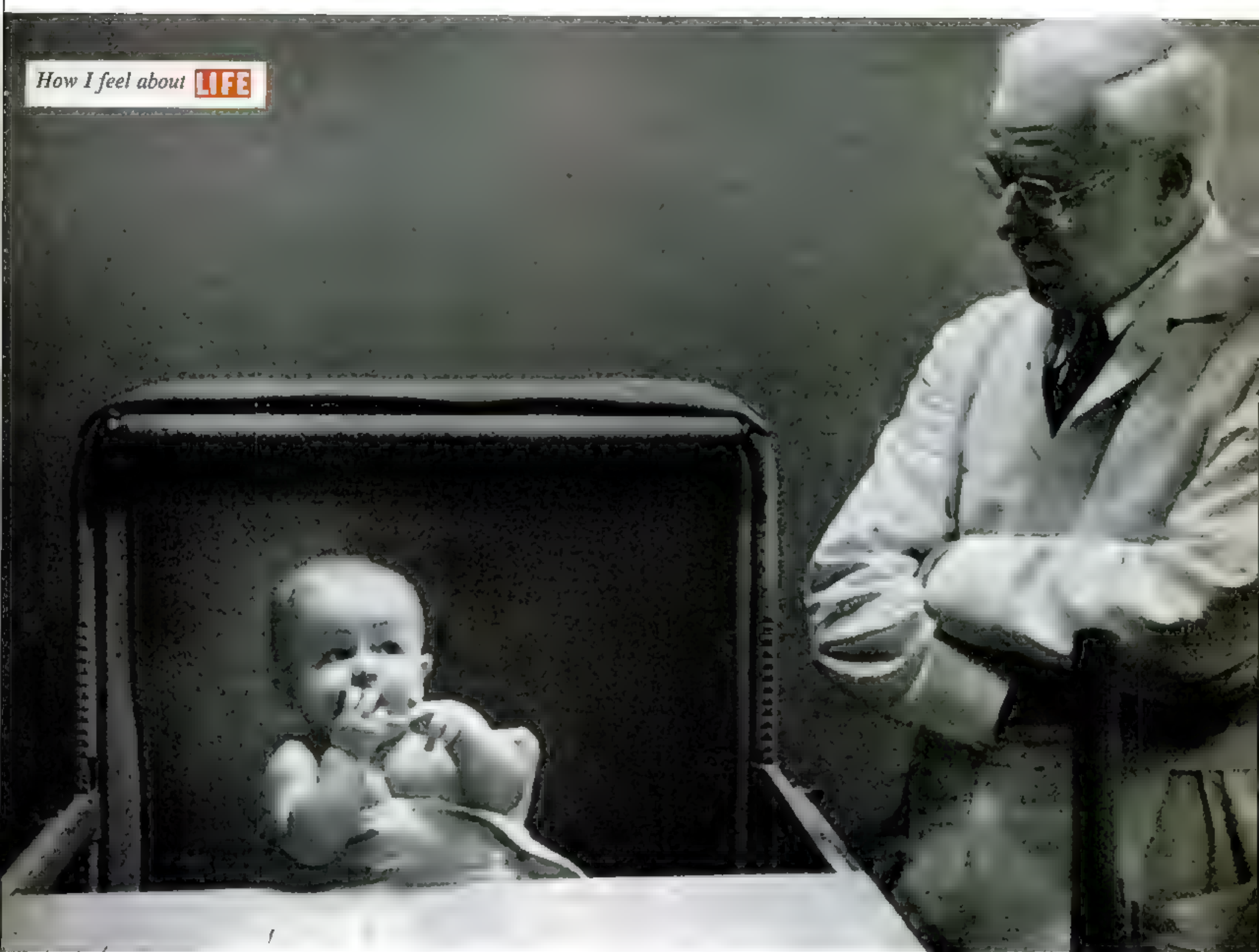
The boom led to comparisons with the boom months of 1929, which were not particularly accurate since only a few dozen stocks were involved, and those concentrated in two geographical and economic areas. Furthermore, these speculators owned their stock outright, since on the Toronto Exchange one may not buy a stock costing less than \$1 a share on margin. The hysteria probably more closely resembled the boom in airline stocks on the New York Exchange during the early '30s. (At that time the price of Seaboard lines, even though it had recently undergone bankruptcy, advanced along with many plane stocks under a public belief that the company is an airline. Actually the Seaboard Air Lines Railway Company, its full name, is a railroad.)

**Confusion at North Bay**

**I**N any case, with the get-rich-quick fever blazing like a forest fire, a tankful of gasoline was now dumped on it. In February the Inspiration Mining and Development Company, which normally works other people's property for them, struck what looked like uranium in the North Bay area, heretofore chiefly famed for another rich natural resource, the Dionne quintuplets. The other big finds had occurred in what are known in Canada as Crown, or government-owned, lands. Unpopulated, unclaimed and remote, they are popularly referred to as moose pasture. But the North Bay strike came in readily accessible, privately owned country, whose inhabitants were thoroughly acquainted with the potential of mining claims and whose appetites had been sharpened by the recent news. Prospectors descended on North Bay overnight. So did North Bay's own people. Since any Ontario resident can go prospecting on payment of a \$5 license, and can claim any Crown land's mineral rights upon payment of a \$5 recording fee, great confusion arose, many of the entrepreneurs assuming they could claim the uranium under any property, regardless of who owned it. One empire builder thought he detected uranium outcroppings on the campus of the St. Joseph's College for Girls and immediately staked it. Part of the city airport was similarly claimed; so was the city dump. A North Bay resident left his home to claim a nearby farm which looked promising to him; he returned to discover someone else's stakes bristling from his own front lawn. Presently it appeared that the North Bay find might consist less of uranium than of tantalum and columbium, two less valuable elements that are used in making very hard steels. Nevertheless Inspiration stock joined the stock exchange parade, moving from 75¢ to \$5 by mid-February.

CONTINUED ON PAGE 150





## Man's Supreme Sense

**V**ISION is man's supreme sense. It endows him with an insatiable curiosity.

I am constantly impressed that so much of the mental life of the child comes through the eyes. Almost from birth, the child is forever looking, scanning, watching, perceiving.

A baby takes hold of the world with his eyes long before he takes hold with his hands. The eyes serve as pathfinders, and they have a priority in the whole scheme of his development. The eyes connect by multi-million circuits with his growing brain.

Present studies of the Gesell Institute of Child Development in New Haven, Connecticut, show that patterns of visual behavior—from infancy into the teens—are significantly related to inborn individuality and to personality.

Surprisingly early, the young child takes an interest in pictures. By the age of two or three, he looks at them selectively, points them out and names them triumphantly.

Later, he gives an absorbed ruminating attention which indicates how meaningful pictures are in organizing his thinking. Both emotionally and informationally, pictures assume increasing import for the school child and for the adolescent—indeed for the entire family.

More than ever we need the stilled photograph to arrest attention and to invite reflective interpretation. We see with our brains and not with our eyes.

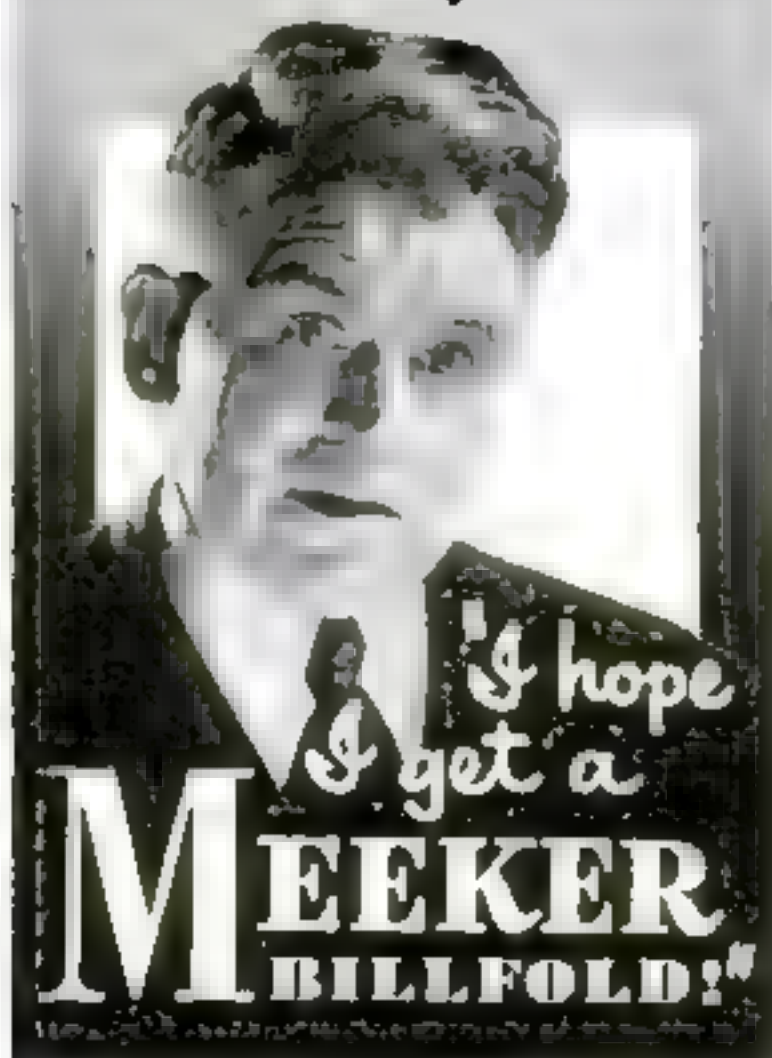
Of greatest value are the photographs which capture a salient moment or facet of reality and have a distinctive quality, because they open our inner vision to something we really never had seen before.

I recall especially *LIFE*'s poignant picture of the Korean orphan—"the little boy who wouldn't smile." That picture gave an instantaneous, terrible glimpse into dark suffering. A later, radiantly smiling picture of the same boy communicated a renewal of faith in human resources.

*LIFE* magazine therefore serves a high function in using its technologies and skills to portray life itself in a manner which enriches the experience and the faith of its multitudinous readers—young and old.

By Dr. **ARNOLD GESELL**, child specialist





Dads young and old will welcome the famous MEEKER 340 Billfold, with Removable Pass Case. Thin, sleek, compact—yet has a place for everything! Beautifully made in an assortment of fine leathers.



Great for the Graduate—the Wedding Usher—or Anyone in the Service.

The distinctive-looking MEEKER Billfold shown below is expertly fashioned of Hand-Colored Brown Steerhide. Rich, Hand-Tooled designs, and Hand-Laced edges.



For the Sweet Girl Grad.

Has a lovely rose design that's actually hand-painted! Roomy pass case and gusset coin purse.

Various Prices... At Dealers Everywhere

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**MEEKER**  
made  
Fine Leather Goods



**HOPEFUL INVESTORS** check their stocks. Mrs. D. C. Vickery (right) bought Chino Gold Mines (actually uranium) at 60¢, it is now \$3.45. Lancelot Servos (left) says he is trying to recoup \$70,000 that he lost in 1924.



#### TORONTO CONTINUED

The enormous attraction for the general public in these profits lay not merely in their size but also in the fact that often they were made by bumbling amateurs rather than by veteran financiers. Indeed, most brokers argue that the difference between the smart investor and the amateur in the present Canadian market is that the former gets in and out of the rising market fast, contenting himself with a modest (40% or 50%) profit, while the amateur "marries" his investment and, no matter how high it goes, mistakenly hangs on with the confidence of avarice that it will go much higher. For example, during the boom a canny and well-heeled businesswoman, having watched Gunnar go to \$8, decided it was good for a further rise, bought heavily and sold at \$13, making a tidy \$25,000 in a few days. In contrast, a construction company clerk who had bought another mining stock at 8¢, watched it go to \$2.45, a 3,000% profit, and stubbornly announced, "I'm just going to hold on to it." An elderly store clerk, watching the prices advance on the tape, similarly confided to an acquaintance that he was seriously considering quitting his job and playing the market exclusively. No doubt the brokers are right, and these and the hundreds of others like them may presently discover their error.

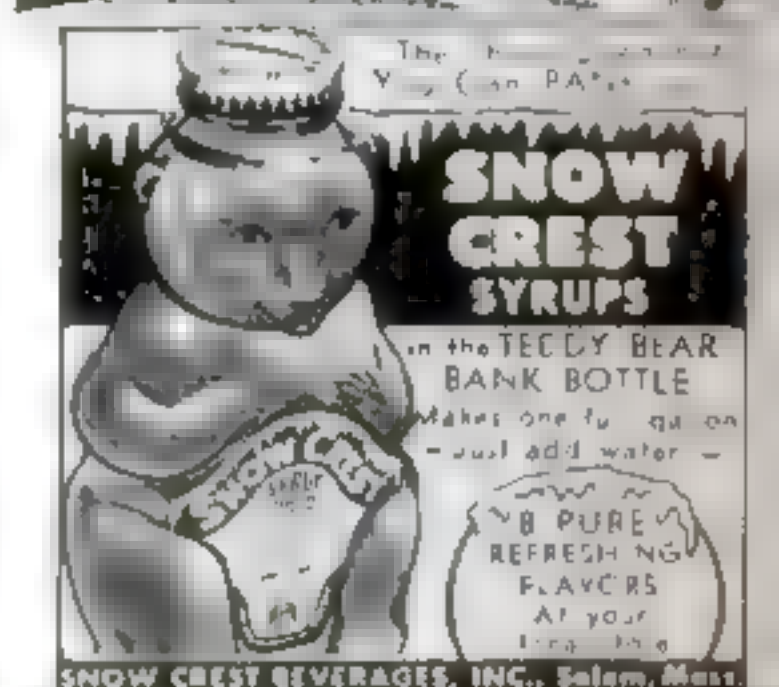
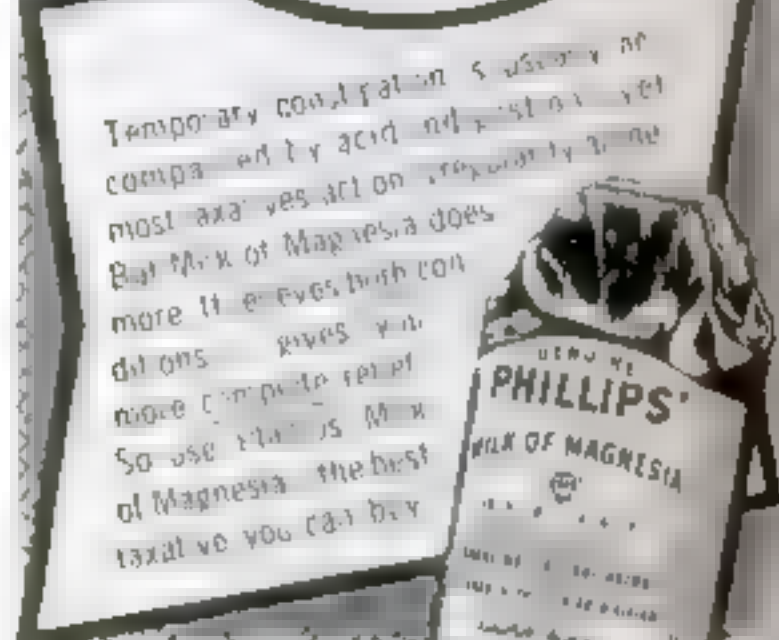
#### Barbershop experts

**B**UT the fact remains that during the flurry the experts were often proven wrong and the guileless tyros made the money. A Torontonian slipped into a barber's chair last winter just after it had been vacated by Joe LaBine, son of the president of Gunnar. He asked the barber eagerly, "What did LaBine say? Did you talk to him about the market?" "Sure," said the barber (by now most Toronto barbers are financial experts). "He said to buy Gunnar." As soon as he could the Torontonian consulted with his brother, a professional financial adviser. "I hate to see you risk your money like that," counseled the expert, and the advisee joined the regretful ranks of those who got the tip and didn't heed it. There are a great many in Toronto.

An even bigger group consists of those who are still holding similar stocks that never did and never will go up. Many are gamely holding onto stocks in nickel because the talk is that it looks like the next mineral to zoom. The Toronto exchange lists 1,023 stocks, nearly half of which are mining and oil shares of one sort or another, and an estimated three to four times that number are also offered in unlisted securities, sold "over the counter" in promoters' and brokers' offices. Many of these are shares in some of the richest mining properties ever located by a copy writer. That is, the claims have been staked but only barely explored, a type of mine sometimes described as "a hole in the ground with a liar on top."

Having got this far, the company begins selling thousands of shares of stock at pennies to raise money for the further drilling and exploration necessary to ascertain what it really has. If this exploration proves out, then the stock begins to move, the shareholders profit and even dream of dividends, other prospectors swarm in to claim adjoining properties, and the head of the company is transformed overnight from wild-eyed promoter to seasoned capitalist, complete with Vision. That, however, happens about as often as a 100-to-1 shot wins a horse race. Indeed, while no statistics are available, the unemotional Canadian

CONTINUED ON PAGE 152







Wembley

## FLIGHT O' FABRICS

*This year all neckwear fashions begin with fabric. In its crispness, smoothness, casual quality or sophistication the fabric sets the pace for all Wembley ties.*

*Tailored of lustrous acetate and rayon, rayon and silk, and rayon.*

**\$2**

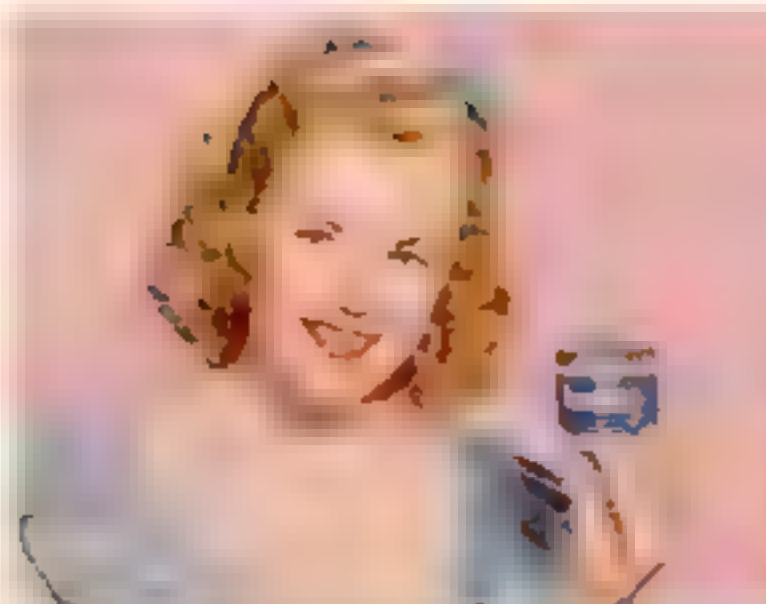
Wembley





**JUNE HAVER** says, "Yes, I use Lustre-Creme Shampoo." In fact, in less than two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

## For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



**Glamour-made-easy!** Never was hair care easier or more rewarding. In hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves hair soft and fragrant, gleaming-bright, free of loose dandruff.



**Will not dry hair!** Wonderful Lustre-Creme doesn't dry or dull your hair even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.



**Makes hair eager to curl!** Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And thus, without any special after-rinses!



Fabulous Lustre-Creme costs no more than other shampoos—27¢ to 32¢ in jars or tubes.

. . . and thrilling news for users of liquid shampoos! Lustre-Creme now available also in new Lotion Form, 30¢ to \$1.00.





# TORONTO CONTINUED

Department of Mines estimates that the proportion of producing properties to "prospects" is considerably less than 1 to 100. This explains why the attics of many Canadian homes are littered with old mining shares, why unlisted stocks occasionally change hands at as little as one-eighth of a cent a share, and why one Toronto broker can recall buying some 300,000 shares in one company with a \$5 bill.

Some U.S. citizens, accustomed to the more sedate and expensive transactions of their own exchanges (New York's average price per listed share is \$42.56 against Toronto's \$1.70), view such gyrations with amusement. But not all of them do. More U.S. brokers are opening Toronto branches, and it is estimated that 15% of the money that went into the New Brunswick and Athabaska stocks this spring was from the U.S. An added attraction is that the Ontario Securities Exchange in the last two years has clamped down on the "boiler room" operators who specialized in the high-pressure mail and telephone selling of worthless stocks to American investors across the border.

Actually, Canada's recent history of stock booms and suddenly made fortunes is simply a reflection of a growing rather than a stabilized economy. Canada is in much the same position the continental U.S. was 75 years ago. It is about one quarter bigger than the U.S. in area, yet its total population is the equivalent of New York State's—14 million—and that concentrated in a narrow band along the U.S. border. It possesses enormous mineral resources which are only just beginning to be explored (LaBine's finds in the Athabaska area probably constitute the western world's greatest supply of uranium). And equally important, Canada is growing in self-confidence, after decades of feeling inferior to its mother country and bustling neighbor to the south.

The result of all this is a national need for risk capital, money which is frankly gambled on the long chance and which pays the long price when it hits. Canada is encouraging this with lenient tax laws in investment profits—no capital gains taxes, for example, and a very generous "depletion" exemption on mining stock profits. Hence the penny stocks, and the booms when ore is really located.

Hence too the drama of the modern David and Goliath story, the victory of the small, ill-equipped beginner over the towering financial expert, as illustrated by a girl clerk who worked in a Toronto brokerage office. She earned \$30 a week and saved what she could. One day, without reference to the volume of advice or expert knowledge around her, she took her savings, which amounted to \$350, and bought a 17½¢ stock. It was Gunnar Gold. Today, no longer a clerk, she is living in considerable comfort in western Canada. The financial seers who employed her are still drudging in Bay Street, trying to figure out what kind of boom will come next.



**FLOOD OF ORDERS** make a ticker-tape litter on the floor of wire room of J. H. Crang brokerage, which funnels orders from 20 branches to trading floor.



## Send your clothes to the drycleaner who uses Stā+Nu . . . the miracle finishing process!

Dresses, suits—any fabric, any garment—Stā+Nu works wonders with them all. That's because Stā+Nu replaces the original textile oils lost through wear and cleaning. It revives color and sheen, reduces shine. Fabrics become lively, soft, cashmere-smooth. And Stā+Nu has been used and recommended for years by leading clothing

manufacturers because it makes clothes resist dirt, makes wrinkles hang right out. Try Stā+Nu and see . . . it's the next best thing to new clothes!

Available only at drycleaners who display this emblem

**COSTS YOU  
NOTHING  
EXTRA!**

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More Fun Wherever You Go

# STEWART-WARNER

## Capri

PORTABLE RADIO

Far-away vacation spots or right at home . . . more fun wherever you go with new STEWART-WARNER "Capri." Plays for months on a single battery-pack or plugs into AC or DC. Over-size speaker and extra-sensitive chassis for long-distance reception. Available in Forest Green, Cocoa Brown or Ebony. STEWART-WARNER radios as low as \$19.95

**STEWART-WARNER ELECTRIC**  
Division of Stewart-Warner Corp., Chicago • In Canada, Belleville, Ont.  
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**SPINSTERS ON STAIRCASE** line up with their father, William Timmermann, 84, for portrait. From top down: Tekla, 59, Hulda, 57, Stella, 56, Melitta,

47, Wanda, 43, Meta, 40, and Willie Mae, 37. Mr. Timmermann once had 3,000 acres in cotton and built a swimming pool for the girls. His wife died in 1936.





**SOLITARY MEAL** for father, who always eats alone, is always bacon, eggs, bread, milk and coffee.



**BERRYING BRIGADE** hikes across field outside house. They carry baskets, rakes and hoes because

agrito berries must be beaten from thorny bushes and gathered in sheets before ending up as jam.

## Life Calls on Seven Spinsters

The seven spinster Timmermann sisters live on a 100-acre farm in Geronimo, Texas, looking after their father and leading an orderly, contented, collective existence. Tekla, Hulda, Stella, Melitta, Wanda, Meta and Willie Mae Timmermann wear identical clothes and spend largely identical days. A local landmark as they spin through town in their station wagon, they always go in a group on any trip farther away than the grocery store. They work together, go out camping together (pp. 160-161), prepare meals together around a special sink which has space for all seven. Though they correspond regularly with several movie actors, the only date in their whole lives they can remember took them out together with seven lonely soldiers. Sometimes they are asked if any of them has ever come close to being engaged. "Oh my goodness, no," say the Timmermann sisters.



**GROUP DINNER** includes chicken, three vegetables, two salads. All seven cooks help prepare it.



**PAINTING SQUAD** starting on back of house fits work in between daily duties. They do most of the

farm work themselves but are assisted on difficult chores by neighboring cowboy who is an old friend.

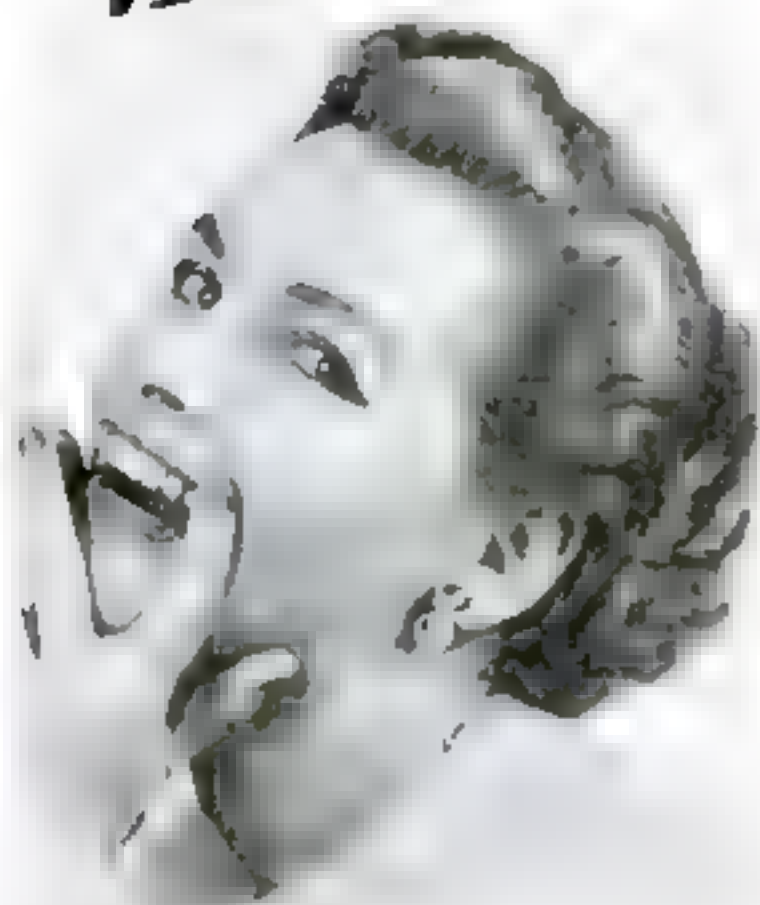


**SLEEPING FORMATION** in crowded attic bedroom has metal beds all in a row. The sisters sleep

in identical pajamas, usually read or chatter about high school athletic events before turning off lights.



when hair loses that  
"vital look"



## Helene Curtis shampoo plus egg

brings out natural  
"life" and sparkle...  
conditions even  
problem hair!

The one and only shampoo  
made with homogenized fresh,  
whole egg which contains  
precious CHOLESTEROL,  
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See for yourself how this  
conditioning shampoo enhances  
the natural "vital look" of your  
hair—gives it maximum gloss  
and super-sparkle.

You'll find your hair wonder-  
fully manageable—with the  
caressable, silky texture that is  
every woman's dream. Try  
Helene Curtis Shampoo Plus Egg  
today. You'll be delighted  
that you did.



Available at  
All Drug Stores,  
Cosmetic Counters  
and Beauty Salons

59¢ and \$1

*Helene Curtis*  
The Foremost Name  
in Hair Beauty

#29

## Seven Spinsters CONTINUED



IN CHURCH, Wanda (left) and Willie Mae fix flowers for Sunday morning service. They earn pin money by doing arrangements for weddings, funerals.



AT PICNIC they give annually for friends in memory of great-grandfather, a pioneer in community, the sisters stand after speech honoring his deeds.



IN TRIBUTE Willie Mae floats wreaths in form of his initials. He founded local orphanage and nearby church, then left his wife and eloped to Mexico.

RENOWNED  
'ROUND THE WORLD

COOK'S  
Imperial  
AMERICAN  
Champagne

PARIS 1878

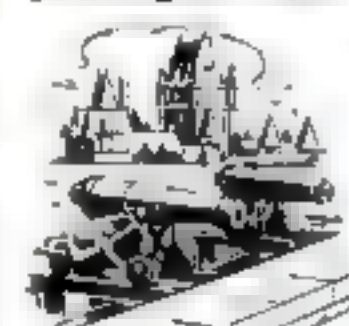
BRANCE 1889

LOUISVILLE 1893



America's traditional  
toast for over 100 years  
...Dry...Extra dry...Brut

American Wine Co., St. Louis, Mo.



Bienvenus  
à Québec

Yes indeed, you are welcome in La Province Québec—where the life of metropolitan Montreal contrasts with the traditions of Québec, N. America's only walled city. Tour over magnificent highways through picturesque, historic towns and villages French-Canada. Enjoy magnificent fishing in Québec's countless lakes and rivers. You will be welcomed with old hospitality in comfortable, modern inns and hotels.

For free road maps and booklets, write: Provincial Publicity Bureau, Parliament Buildings, Québec City, Canada; or 48 Rockefeller Plaza, New York 20, N.Y.

LA PROVINCE DE

Québec

CONTINUED ON PAGE 132





## Tough and terrific... Doughboy...

These giant inflatable beach toys are easy to inflate, deflate, carry. And they last and last, because they're made of rugged FORTI-PLYED® Vinylite two layers thick.

**FIRE!**... and sturdy **SMOKEY** the Fireboat is rarin' to go. Brand new, with "whistle" in smokestack—also "fire extinguisher". **\$3**

**BEACHBALL**, 20-inch, has brilliant lustre finish. **\$2.50**

**WATCH THAT WATERSPOUT!** Mighty **BULGY** has a "squirt".... 4 ft. Whale supports 200 lbs. **\$2.25**

**SNOOZY** finds a Snail's pace a merry one. Weighted bottom, floats erect. **\$2**

**SWIMMING PARTNER** is robust **SPLASHER**, the giant streamlined Frog. Senior size, **\$3** Junior, **\$2**

**G-2 SPECIAL** the Speedboat has realistic "dashboard", noisemaking "motor". Rugged construction! **\$3.00**

# WATER PLAINMATES



## Buy this better, stronger pool for a Back yard beach

Only Doughboy gives you inflatable wading pools made to last season after season. Their secret? Doughboy's exclusive FORTI-PLYED® construction that permanently seals together two layers of tough Vinylite for super-strength.

**ILLUSTRATED:** Deluxe 5 ft. pool (125 gal., 9-in. depth); decorated bottom (illustrated at left), easily accessible drain. **\$15**

**OTHER DOUGHBOY POOLS** range from a 38 in. size for small fry up to a big 7-footer with 325 gallon capacity! Priced from **\$5 to \$30**



**DOUGHBOY INDUSTRIES, INC., NEW RICHMOND, WISCONSIN, since 1889** — master craftsmen in Plastics, Packaging Machinery and Farm Feeds





PHOTOGRAPH BY PHILAND

FAMILY PORTRAIT OF PLASTIC BOTTLES: TWELVE ARE CAUGHT OFF GUARD IN THEIR SQUEEZE, SPRAY AND BOUNCING ACT

# THE PRIVATE LIFE OF A PLASTIC BOTTLE

The unbreakable wonder package gets on intimate terms with every member of the family

Genuine Plaxpak bottles have this  on the bottom.



**PLAX CORPORATION**  
WEST HARTFORD, CONNECTICUT  
SALES OFFICES: New York, San Francisco,  
Chicago. Plax Canada, Ltd., Toronto, Canada

Like to shampoo in the shower? You will have no breakage problems with shampoo that comes in the Plaxpak® plastic bottle. Want a covering of sun tan oil lotion, a few drops of after shave, a quick spray of deodorant? Just squeeze — and presto! You get the amount you need, with no waste, no mess. And this completely controllable bottle always feels pleasant in your hands, never uncomfortably cold or clammy.

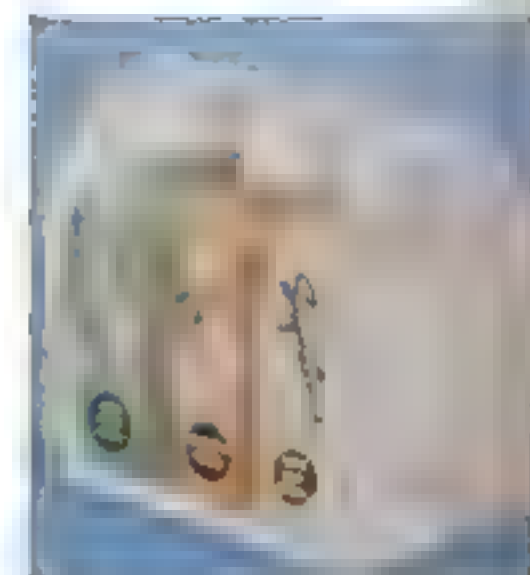
Applying talcum to an infant's wriggling bottom is a cinch, even for ten-thumbed dads. You can hold on with one hand and use the other to aim and squeeze the bottle.

If you like to travel with as many of the essentials for good grooming as possible, by all means buy products in Plaxpak bottles or purchase kits of empties for your own filling. The bounce bottles weigh 80 per cent less than conventional containers.

The many unique advantages of the plastic bottle make it plain why millions of people are buying more and more things in it. Next time you shop in drug, department or variety stores, ask for your favorite products in the plastic bottle. Shown at right are a few of the hundreds of well-known brands you can buy right now.



SUN-TAN LOTION BOTTLE IS LIGHT, UNBREAKABLE



TRAVEL TRIO FOR MEN MAX FACTOR'S NEW HIT



THIS TOP DEODORANT SPRAYED WAY TO FAME



MENNEEN MAKES IT EASY TO CARE FOR A BABY



SLIPPERY HANDS SAFELY HOLD POPULAR SHAMPOO



TRINA KITS OF EMPTIES FOR PACKING COSMETICS





**ORDERLY CLOSET** contains three kinds of hats, four kinds of handbags, nine kinds of dresses for each. Sisters decide each night what to wear next day.



**SHOPPING LINEUP** in San Antonio shoe store keeps three clerks scrambling. They found nothing to suit all seven and left without buying anything.

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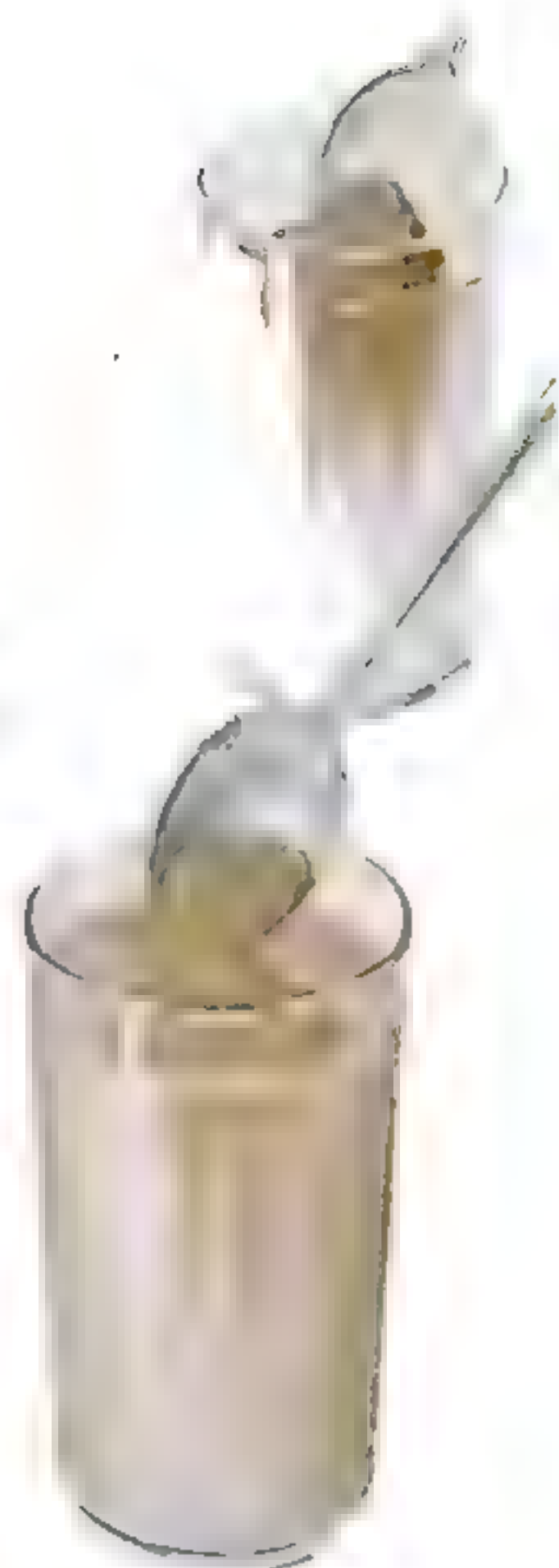


**QUICK AS A WINK!**

(mixes instantly in cold milk!)



**AND OH SO GOOD**



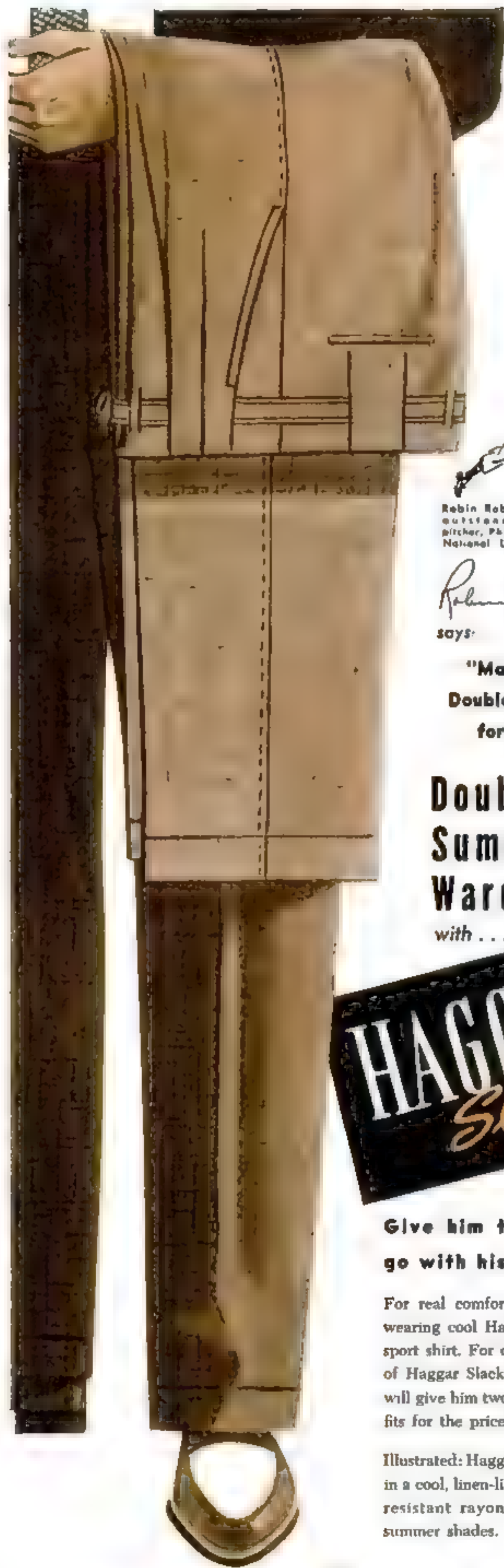
## Chocolate *NESTLÉ'S Quik!*

What a pretty picture! You just add 2 heaping teaspoons of rich Nestlé's **QUIK** powder to your glass of cold milk—stir—and there's the best chocolatey milk all ready to drink—and love! **QUIK** mixes instantly, stays mixed all the way down. Needs no refrigeration. Your kids will drink more milk when it's **QUIK**-mixed! Get some today!



WITH THAT FAMOUS  
**NESTLÉ'S** CHOCOLATE FLAVOR





Robin Roberts,  
outstanding  
pitcher, Philadelphia Phillies,  
National League.

*Robin Roberts*  
says:

"Make it a  
Double Header  
for Dad"

## Double Dad's Summer Wardrobe

with . . .



**Give him two pairs to  
go with his sport coat!**

For real comfort, Dad will enjoy wearing cool Haggar Slacks and a sport shirt. For dress-up, two pairs of Haggar Slacks and a sport coat will give him two good looking outfits for the price of one!

Illustrated: Haggar's Sarasota Model in a cool, linen-like fabric of crease-resistant rayon. . . In nine new summer shades.

**\$6.95**

**Other Haggar Slacks  
\$5.95 - \$15.95**

**HAGGAR CO., DALLAS**

Enter \$2,000 Baseball Contest. Ask your Dealer about Haggar Slacks' "Batting Champ" Contest. Entry blank with each pair of Haggar Slacks.



**CAMPING OUT** in wooded grove near their childhood playground, the Roberts family enjoys the outdoors. The father and son cook over open fire, sleep in iron beds on warm spring and summer nights.







**DAMMED-UP CREEK** is swimming hole for six Timmermanns. Stella, who has heart ailment, never goes in. They also fish in creek, all seven in a skiff.




*Happy Homes  
have Nesbitt's*

The whole family will love Nesbitt's... be delighted with its thirst quenching real orange flavor.

Be a fun family... Keep a supply of Nesbitt's on hand. Ask for Nesbitt's wherever soft drinks are sold.

Look for this distinctive carton. Take home six bottles of Nesbitt's today.

Be sure to get genuine Nesbitt's. It's the finest orange soft drink sold in a bottle, and it costs you no more.

Don't say Orange—say Nesbitt's.

 a soft drink  
made from *real* oranges





## PRE-SENT . . . PERCHES!

Any soldier knows that presenting arms is a serious business requiring the utmost rigidity of person and gravity of feature. Any pigeon knows a good solid perch when it sees one. The pigeon here, turned loose with a flock of his fellows during a V-E Day celebration at Bourges, France, flew aloft briefly and then

looked around for a perch. He found it on the left forearm of Private First Class Fouldeau, who had just stiffened up to present arms before the Monument to the Resistance. So well justified was the pigeon's judgment that Private Fouldeau's forearm held firm, although he was provoked into a faint unsoldierly grin.





Nature's unhurried goodness + Schenley's unmatched skill = the best-tasting whiskey in ages!



Taste today's  
**SCHENLEY**

...you'll know it's  
the best-tasting  
whiskey in ages!



BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. COPYRIGHT 1953, SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y.



Make your Dad's eyes light up...  
as he lights up his favorite smoke...



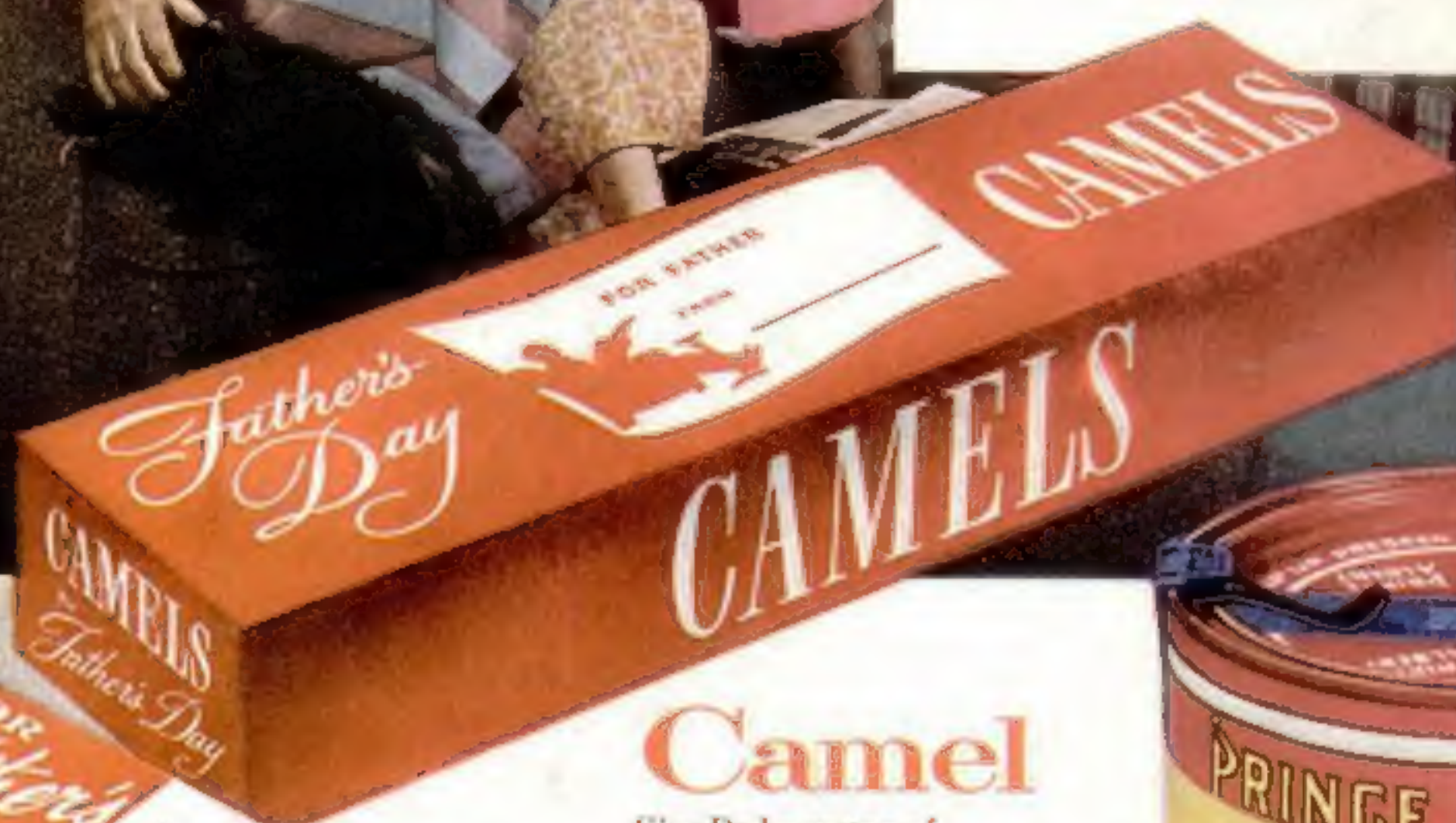
with love from you to him on

# Father's Day

JUNE 21<sup>st</sup>

One of the things closest to your father are his smokes — his cigarettes or his pipe. He carries them with him wherever he goes...they're always part of the picture when he relaxes. So give Dad the cigarettes or the tobacco he'll enjoy most: Camels...Cavaliers...or Prince Albert!

H. J. Reynolds Tobacco Co., Winston-Salem, N. C.



## Camel

Give Dad a carton of  
America's most popular cigarette  
— mild, flavorful Camels!



## Cavalier

If your Dad prefers a long cigarette,  
give him mild, good-tasting  
king-size Cavaliers.



## Prince Albert

More men smoke Prince Albert  
than any other smoking tobacco.  
Give Dad the 1-lb. tin!

THREE QUALITY PRODUCTS OF R. J. REYNOLDS TOBACCO COMPANY